

The Victoria Terrace and Hotel

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Introduction

The Victoria Terrace was a significant Victorian brick edifice that is visible on many heritage seaside postcards of Cleethorpes. It consisted of around eight three-storey plus basement apartments that ran parallel to Station Approach, a pedestrian lane that leads down to the foreshore and Cleethorpes railway station. The terrace then continued at right angles, running along the east side of Grant Street, terminating with the Victoria Hotel that overlooks the junction of the High Street, Grant Street, and Alexandra Road. This block generally consisted of apartments to the front (overlooking the foreshore), and apartments over retail outlets on the ground floor, facing Grant Street.

The document is arranged in approximately chronological order. Should you find some of the dates confusing, particularly in the beginning, please refer to the timeline in Appendix IV. Although I have tried to ensure accuracy in my findings, as with any historical research, dates of maps and images should be treated with caution as they may on occasions, be inaccurate or contradictory.

Please contact me if you find any errors or omissions. Also, should you have any memories, information, or images that you would like to share for inclusion in a former update.

Thank you to Stuart Ward, Wendy Trevitt, Paul Fenwick, Dianne Roberts, Trevor Ekins, and other contributors for their assistance in the creation of this document.

Dave Smith

[Please click here to contact me](https://forms.gle/Az67hvbEsb2qnTiYA)

or type **<https://forms.gle/Az67hvbEsb2qnTiYA>** into your browser.



Victoria Terrace and the Victoria Hotel

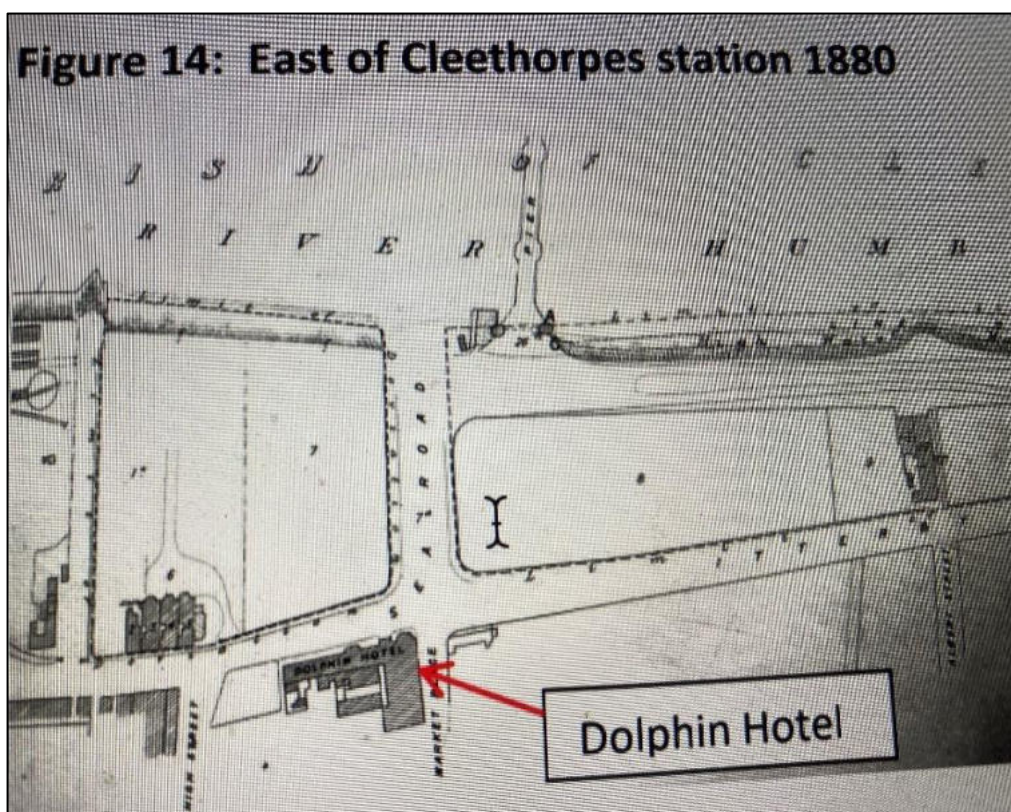


An 1843 enclosure map shows the land where the Victoria Hotel and Terrace currently stand, to be undeveloped. It was owned by Richard Thorold Esq of Weelsby House. Grant Street and the railway station are not yet built – the railway followed 20 years later.

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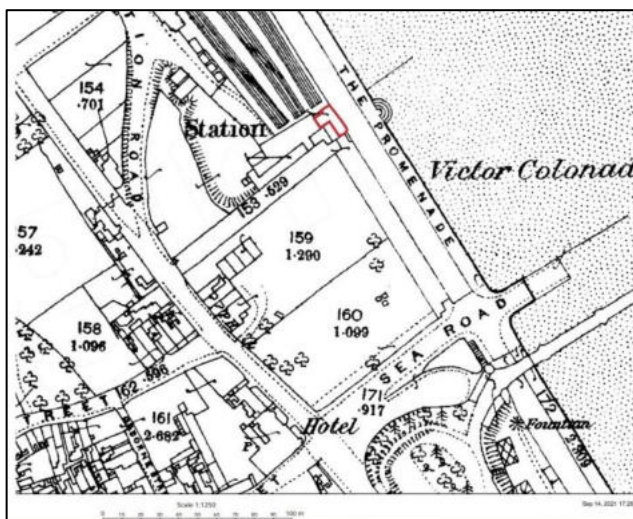
Who built the terrace – perhaps the owner of the plot, Richard Thorold – or possibly the Manchester, Sheffield, and Lincolnshire Railway company? Was the terrace intended to be permanent residences, or holiday lets to visitors? Either way, the sea views would certainly have been enviable.

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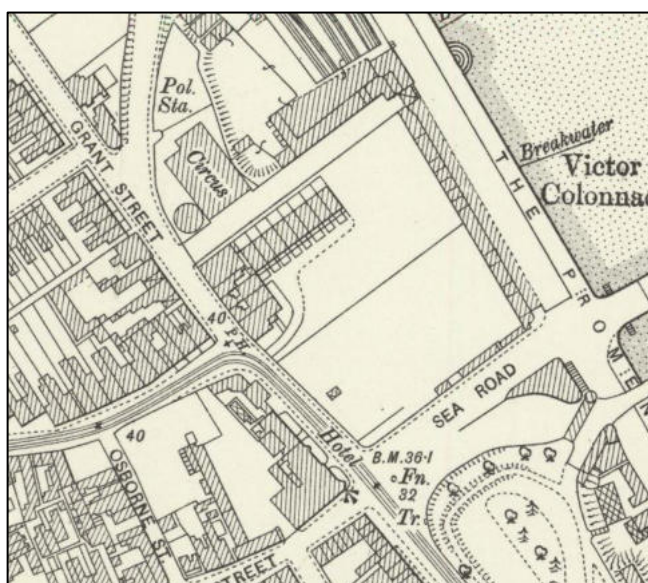
An 1880 plan of east of the railway station does not indicate a public house, just 2, 3, 4, 5 Victoria Terrace backing on to Grant St. The Victoria Cafe (on the corner of Grant Street and Station Approach i.e., the left-hand lane that runs down to the River Humber) and the rest of Victoria Terrace (running parallel with the Station Approach) have not yet been built – although see map below (Credit: Trevitt Collection).

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In contrast to the above map – this map is also labelled 1880 and shows a PH (public house) on the site, as well as three properties to its left (nos. 2, 3, 4 Victoria Terrace), and four properties parallel with the Station Approach. A similar layout to this map is also shown on an 1887 map. It could be that no 5 (as shown on the first map) was extended in 1880 to its right to create the Victoria Hotel.

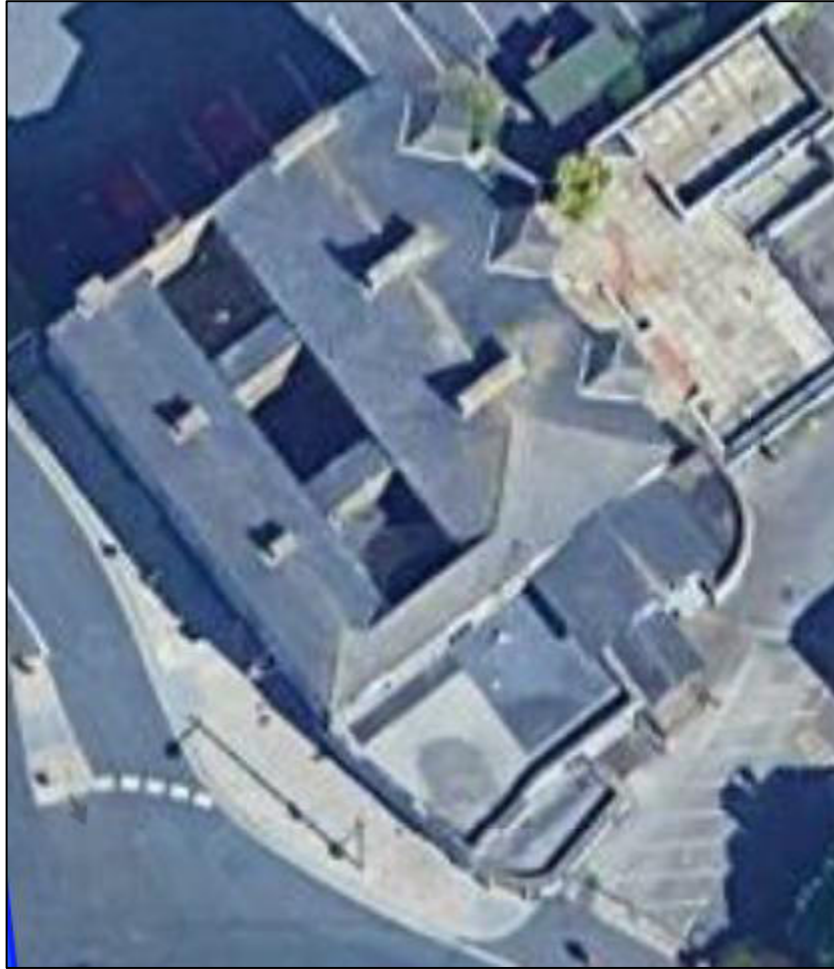
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1892-1914 map shows the site as complete. The Victoria Café (see later photograph) has now been built in the gap on the corner of Grant Street and Station Approach. Victoria Terrace, running parallel to the Station Approach, has now been extended from 4 units on the 1880 map to the final build of 8 units. A further map (not displayed here) shows the site as completed by 1900 so the two final additions mentioned above were probably built between 1880 and 1900.

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This contemporary satellite view of the public house (PH) shows the curious shape of the building. Some of the numbering in the street directories (images appear later in the document) seem to duplicate some property numbers, and one of the two 1880 maps show the PH whilst the other doesn't. It's likely that the block from the PH to the Station Approach was two sets of properties. The front properties facing Grant Street were addressed as Grant Street, whilst the ones to the rear (facing the foreshore), were addressed as Victoria Terrace.

Around 1986 it's thought that the PH expanded into the empty retail unit on Grant Street whilst also expanding into the apartments at the rear – overlooking the foreshore. (Credit: Google Maps)

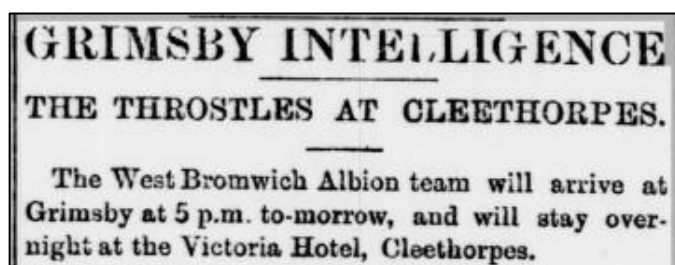
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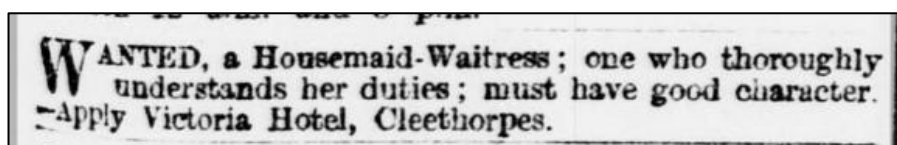

May 2024 - The above satellite image shows three internal 'courtyards' that were designed to permit natural light in to the inner rooms. This is the one nearest the Station Approach.



In 1884 AJ Linell (probably James Linnell) was a beerhouse keeper at the Victoria Hotel. He was granted a full licence on condition that 'superior accommodation should be provided' and that he is 'to keep the house closed on a Sunday'. (Credit; Trevor Ekins)



13 February 1896, Hull Daily Mail



20 February 1899, Hull Daily Mail. No timewasters please!

WANTED, a Youth, about 18 or 19; accustomed to horses.—Apply Victoria Hotel, Cleethorpes.

12 December 1899, Hull Daily Mail. Did the Victoria Hotel once have stables or were horses a passion for the landlord?
(Below- 10 January 1894, Yorkshire Evening Post)

FOR SALE, very showy Hunting PONY, 12.3 hands, rising 6; suitable for boy up to 7st.—Apply A. Gibson, Victoria Hotel, Cleethorpes.

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c. 1902 front view with enviable views of the foreshore and the River Humber.

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c. 1901- a staff photo outside the Victoria Café, Grant Street. The manager, Harry Trevitt, is standing left. (Credit: Trevitt Collection)

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C. 1912. The rear of Victoria Terrace, facing Grant Street. The Royal Kinema is in the distance to the rear before it burned down on 20 August 1919. The Victoria Café is now built on the end of the terrace (last three windows on the first floor). Note Turner's Boarding House. (Credit: Trevitt Collection)

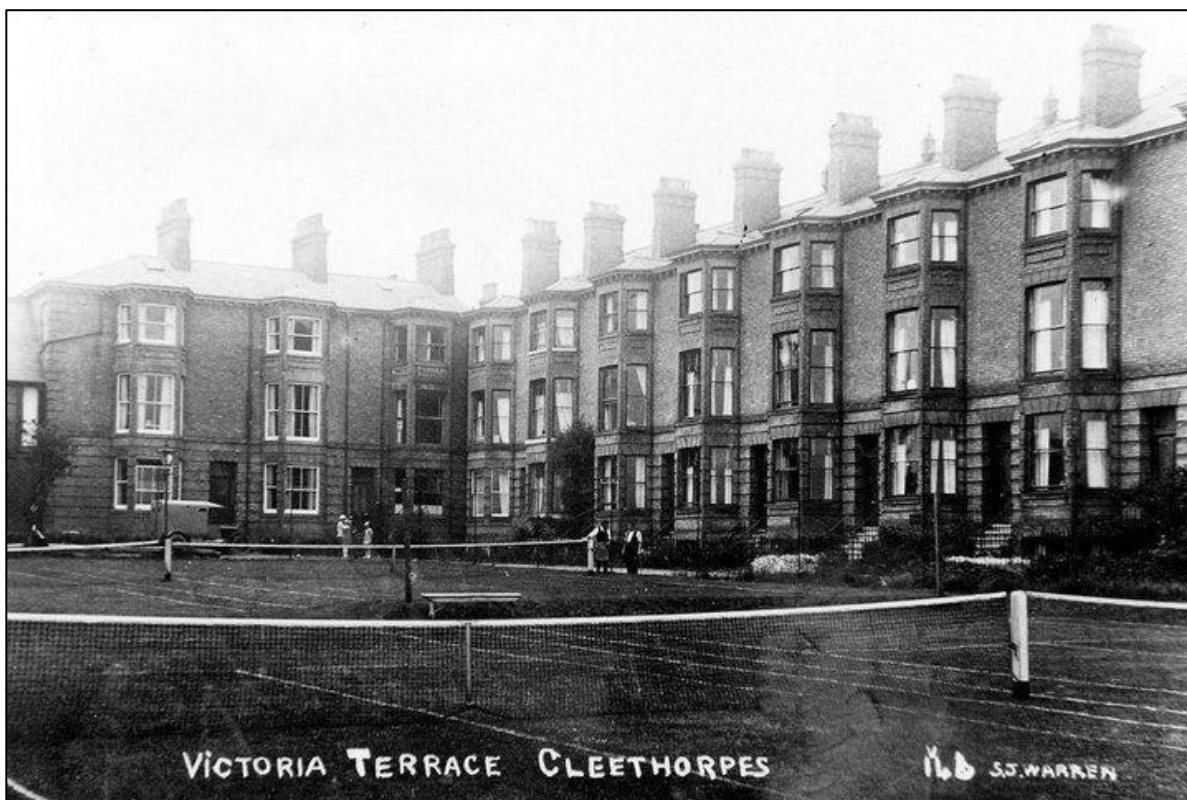




Below: A close-up of the above c.1912 image highlights the former ornate windows. (Credit: Paul Fenwick)



c. 1912 -The rear of this boarding house is in Grant St— see previous image. The basements are visible to the right.



Possibly 1920's - tennis courts within the grounds.

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Victoria Terrace Residents - 1921 Census.

House	John R Thompson Sarah Thompson	Dock labourer Grimsby Great Central. Boarding House Keeper.	5 persons
Victoria Hotel	John Bates	Hotel Manager.	5 persons
3 Victoria Terrace	Mary Ann Turner	Boarding House Keeper.	8 persons
4 Victoria Terrace	John Edwards	Sweeper for U. D. Council.	5 persons
4 Victoria Terrace	Kitty White, 73, and sister		2 persons
4 Victoria Terrace	John Newton White	Brass and Press Turner.	5 persons
Alexandria			

5 Victoria Terrace	William Wadsworth Alice Wadsworth	Fish Dock labourer. Boarding House Keeper.	12 persons
5 Victoria Terrace	Albert Price	Plasterer.	5 persons
6 Victoria Terrace	Hannah McDonald	Boarding House Keeper.	15 persons
6 Victoria Terrace	John Bullock	Tram Driver.	2 persons
8 Victoria Terrace	Orrey Ellis Annie L. Ellis	Time Keeper Docks. Boarding House Keeper.	9 persons
9 Victoria Terrace	George Tielson Ann Tielson	House Painter. Boarding House Keeper.	9 persons
10 Victoria Terrace	P P Hotts Sarah Hannah Ellis	Out of work Dock labourer. Boarding House Keeper.	7 persons
11 Victoria Terrace	Eliza Colton	Boarding House Keeper.	4 persons
11 Victoria Terrace	Harold Clark	Fisherman own employment.	2 persons

The 1921 census took place on 19 June. It shows that almost all the residences were being used as boarding houses. The income from which perhaps was insufficient to maintain the household as the partners in the relationship were in an alternative occupation. There are some duplications of addresses which may have been due to sub-letting parts of the accommodation to a non-family member. The first entry is listed as a house and not the Victoria Hotel. This entry may relate to the accommodation to the rear of the hotel. (Credit: Dianne Roberts)

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c. 1920-30's—Victoria Terrace as seen from the pier slipway. It dominated the skyline from anywhere along the promenades.

**FOUND UNDER BED.**

**Man Who Entered Wrong Bedroom.**

When Sidney Thompson, a Newcastle young man, was charged at Grimsby yesterday with being on enclosed premises for an unlawful purpose, it was stated that a chambermaid at the Victoria Hotel, Cleethorpes, upon retiring to her room for the night, noticed prisoner hidden under her bed. She feigned not to see him, left the room and informed the manager.

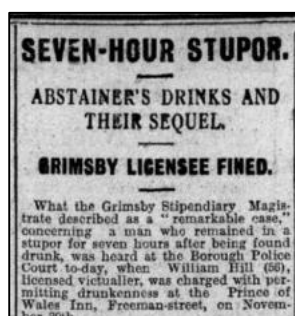
A police-officer was summoned, and on entering the room found prisoner crouched behind the door. Nothing had been disturbed in the room.

It transpired that prisoner had been staying at the hotel for a week, and his explanation was that while under the influence of drink he entered the wrong bedroom and fell asleep on the floor.

The Bench, without recording a conviction, bound him over for six months.

In 1922 a man residing at the hotel for a week obviously felt that the beds were uncomfortable. According to the above article, whilst drunk he chose to sleep on the floor beneath a chambermaid's bed instead.

Hartlepool Northern Daily Mail, 16 August 1922. (Credit: Trevor Ekins)



Grimsby Telegraph – 14 December 1923 – Wm. Hill, previous landlord of the Victoria Hotel for thirteen years, fined for permitting drunkenness at the Prince of Wales Inn, Grimsby. (Credit: Stuart Ward)



Front view of the Victoria Hotel and terrace as seen from Sea Road. The present-day Dolphin Gardens is in the foreground. The date of the photograph is unknown but perhaps it was taken during World War II when the ground was used to grow vegetables as part of the war effort. (Credit: Paul Fenwick)



## HOTEL SUICIDE.

### CLEETHORPES COOK'S JUMP FROM THIRD FLOOR WINDOW.

A woman said to be the sister of a man who flung himself from the Tower of London jumped with fatal results from a window 26ft. above a yard at the Victoria Hotel, Cleethorpes. The Grimsby County Coroner (Mr. E. Ben Chapman) inquired on Saturday into the circumstances. The woman was Louisa Eaton, otherwise known as Watson, a widow, aged 63, said to be a native of Leicester.

William Rowston, proprietor of the Victoria Hotel, Cleethorpes, said she had been with him as cook-general for over two years. She had never complained about her health.

Annie Elizabeth Aisthorpe, a barmaid at the hotel, said that Eaton seemed very depressed after seeing some people from Leicester whom she knew. About a year ago, when Eaton had a grievance, she said to the witness, "I think I shall go out of my head like my brother."

Answering the Coroner, the witness said she had heard that the deceased's brother had thrown himself from the Tower of London, about a year ago.

A kitchen maid at the hotel, Ivy Constance Griffin, said that Eaton came to her bedroom, on the third storey, on Friday morning, and asked, "Aren't you going downstairs?"

She noticed a "wild sort of look" in Eaton's eyes, and suggested that she should go back to bed. Eaton then left the room, exclaiming, "Oh, dear!"

The witness went downstairs, and on the way heard a shriek. She later saw the woman lying in the yard.

P.C. Leachman told the Coroner that he had measured the window of the room of the last witness, and he found it was impossible for anyone to fall out. He believed the woman had jumped a distance of 26 feet.

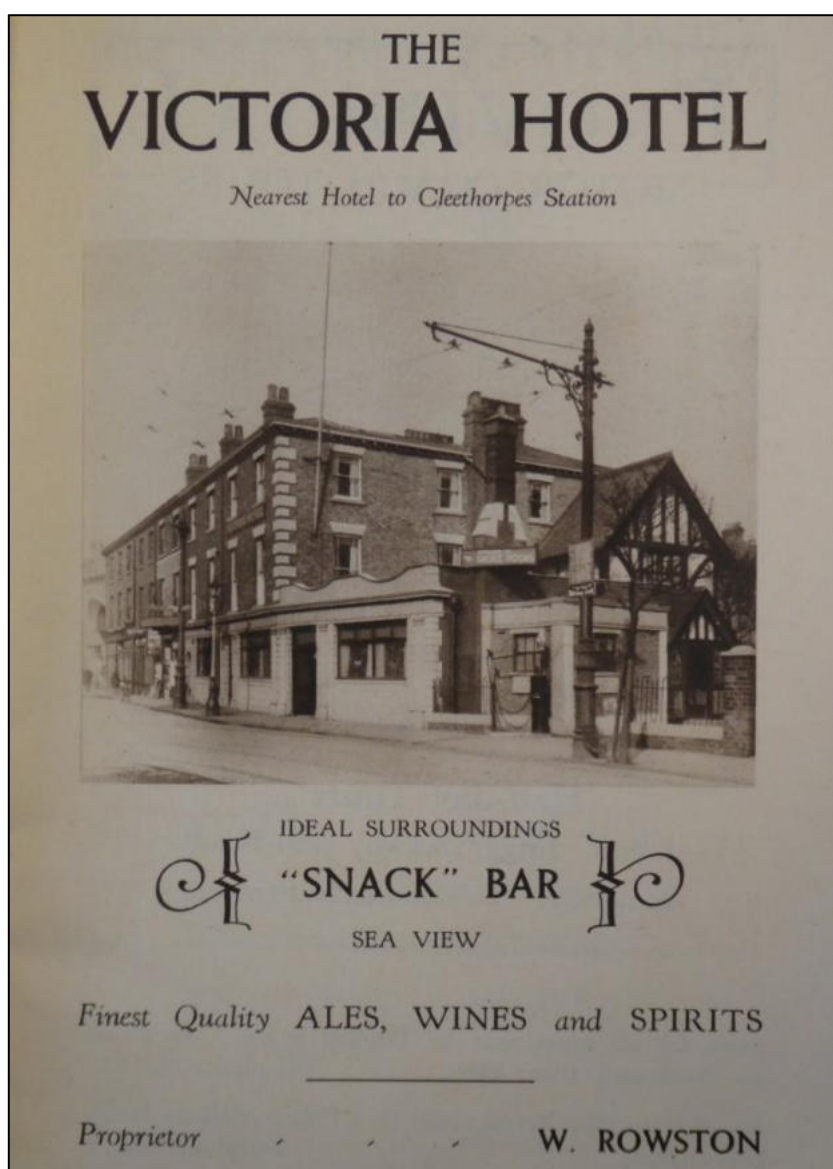
The Coroner, in returning a verdict of "Suicide while of unsound mind," said the evidence showed she had evidently jumped from the window. Although there was only hearsay evidence, it seemed that there were suicidal tendencies in the family.

In 1926 sadly, Louisa Eaton a 'cook-general' who had worked at the hotel for over two years, had died after falling out of a second-floor window. The inquest verdict was suicide.

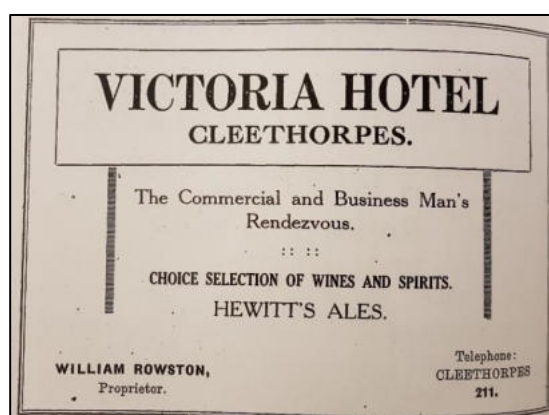


Possibly 1930 - showing the close proximity of the Terrace to the railway station, separated only by the Station Approach walkway.





1932 – the length of the hotel consists of only 4 windows on the first floor. Notice the swing out petrol pump on the right-side corner of the building.



Left - c.1932 specialising in business customers, not necessarily those on holiday. Right – 1937  
(Credit: Trevor Ekins)

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SEPT. 17, 1940

ENTERTAINMENTS

TIVOLI THEATRE GRIMSBY. Tel. 2135. An F.J.B. Theatre
Resident Manager: **Teddy Glanvill.**
Sept. 16. Con. from 6.15 Mon. to Fri. Saturday Twice Nightly 6.15 & 8.15.

Return Visit at your request—the ever-popular Saturday night Radio favourite

ELSIE CARLISLE At the Piano :
Eric Barker.

MARIE WILSON : EMERALD TWINS : ALAN KAYE and Pamela :
MURPHY and MAC : PAUL ROACH and Vicki Burns : JEAN
KENNEDY : THE BUNTENS.

Grimsby Telegraph, Monday 17th September 1940.

In a New Role

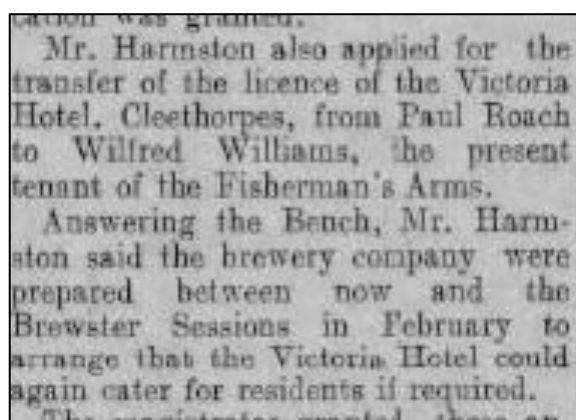
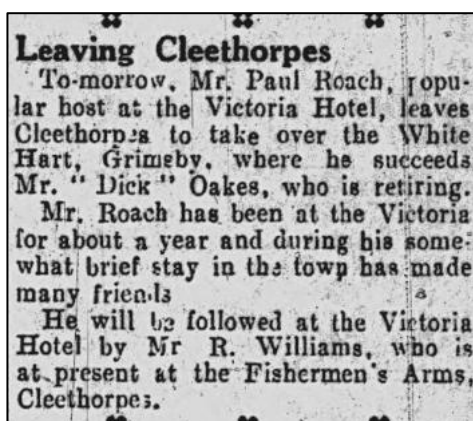
Paul Roach, who was at the Tivoli Theatre, Grimsby, during the week beginning September 16, on the Elsie Carlisle bill, will be remembered as a rotund figure of fun in an Alpine comedy act.

Now he is the jovial host of the Victoria Hotel, Cleethorpes.

Last week I referred to him as "Leo Cashelle," an old stage name. It was given to me by an old friend who recognised him at the Tivoli. It was the name under which he ran the first stage band after the last war.

Grimsby Telegraph, Monday 14th October 1940

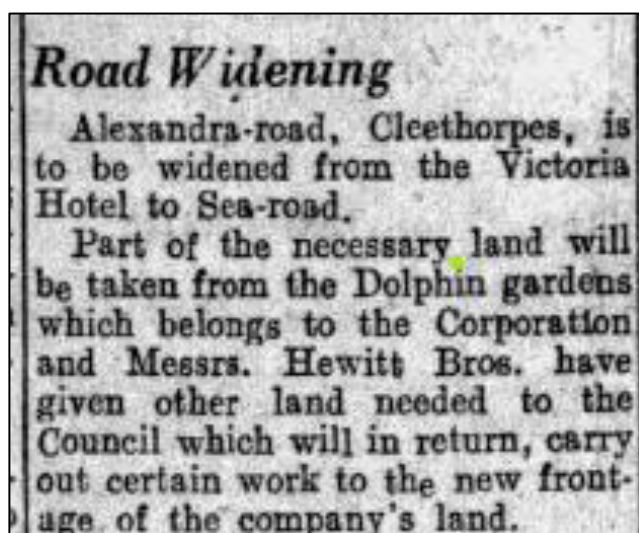
Paul Roach, licensee of the Victoria Hotel 1940-1941. (Credit: Stuart Ward)



1941 – Left: Mr R Williams – or more likely Mr Wilfred Williams - incoming licensee of The Victoria Hotel (Credit: Stuart Ward)

1941 - Right: In 1844 a condition of being granted a licence was that 'superior accommodation' was to be provided. It seems that by 1941 accommodation was no longer provided (although this may have changed at a later date) but the brewery hedged their bets by stating that accommodation could be provided if it was once more a condition of obtaining a licence. (Credit: Trevor Ekins)

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9 December 1946 – (Credit : Paul Fenwick)



# "Whisky" Contained Methylated Spirits

## 8 IN COURT AFTER POLICE SWOOP AT CLEETHORPES

Scientist: "Would Not Risk More Than 2 Glasses"

**B**OTTLES of "whisky" alleged to have contained a proportion of industrial methylated spirit were exhibits at Grimsby County Magistrates' Court to-day, when eight defendants faced a total of 77 summonses brought by H.M. Customs and Excise. Of the eight persons summoned, those who appeared before the Magistrates to-day were: Carl Mumby, of 37, St. Peter's-avenue, Cleethorpes; John William Logan, of the Leeds Arms Hotel, Cleethorpes; Wilfred Williams, of the Victoria Hotel, Cleethorpes; John Henry Hotson, of 1, Thrunscrood, Cleethorpes; and Tom Clarke, of 1, Sunderland-street, Sheffield.

Professor F. G. Tryhorn, of the Forensic Science Laboratory, Nottingham, who said he had examined samples of the spirits, told the magistrates that he "would not risk drinking more than a couple of glasses."

Mr. J. R. Peniston, appearing for Carl Mumby, who appeared on 16 summonses, asked for an adjournment.

### LEGAL DEFENCES

Mr. Peniston said he had obtained the opinion of a leading counsel which was that there were legal defences to eleven of the summonses.

He argued that he had not had sufficient time to brief counsel fully in the time available, the summonses having been served only just over a fortnight.

The charges were serious ones involving penalties of £3,500 or more.

The prosecution had had over two months to prepare their case.

The actual facts were not in dispute. It was a question of legal argument upon the statutes concerned.

### MUST PROCEED

Mr. C. A. Rives, who prosecuted for the Customs and Excise did not consent nor oppose the application.

The magistrates decided that the case must proceed.

Mr. Peniston: Then I cannot appear for the defendant.

When Mumby was charged with delivering 72 bottles of spirits without a permit, he replied: "I regret I cannot plead."

Mr. Rives then asked for the case against John Wm. Logan, Leeds Arms Hotel, Cleethorpes, to be heard.

### GUILTY PLEAS

Logan (defended by Mr. J. R. Grieves, instructed by

Messrs H. S. Bloomer) pleaded guilty to summonses alleging that he sold methylated spirits mixed with a beverage, unlawfully possessed a beverage containing methylated spirits, delivered spirits without a certificate, sold spirits to a retailer, failed to enter details of spirits, dealt wholesale in spirits without a licence, failed to enter receipt of spirits in a stock book, received spirits without a permit and received spirits from an unauthorised person.

### POLICE SWOOP

Mr. Rives said that the Cleethorpes police became aware that illicit spirits were in circulation and made a lightning swoop upon certain people, including Logan.

A sample of the spirits seized had been analysed and was found to consist of a proportion of genuine whisky, a proportion of industrial methylated spirit and a larger amount of water, together with a small quantity of flavouring, such as salt.

Commercial methylated spirits contained five per cent. of wood naphtha to make it undrinkable. The alcohol in it was methyl alcohol which was a very poisonous substance.

People had gone blind and even had died after drinking methyl alcohol.

He did not suggest that the contents of the bottles in front of him would cause such dire results, as the concentration was not sufficient, but a small quantity was enough to cause grave consequences.

### WANTED £2 A BOTTLE

In an alleged statement to an officer of the Customs and Excise Logan said that a man named George Herbert had asked him if he could "do with some whisky."

"I asked him if it was good and he said 'yes' . . . he said that he wanted £2 a bottle,

(Continued in Back Page)

4 Evening Telegraph, Wednesday, December 17, 1947

## 8 FACE "WHISKY" CHARGES

CONTINUED FROM PAGE 1

but that he did not know where it was coming from. He said he could get me five cases and I said I would have it," the alleged statement continued.

Logan was alleged to have said that he paid £120 in notes for the whisky. About five bottles were sold in the bar and three to a man from North Somercotes.

Later that same evening, after being told that people in the bar were complaining about the stuff, he tasted it for the first time.

"I told George Herbert," the alleged statement continued, "I wanted to know where he had got it from or I would tell the police. He said it was from the Clee Cafe in Cleethorpes Market Place."

"When I first tasted the stuff it seemed all right."

### WAS

### DECEIVED

Mr. Grieves, for the defence, said Logan was pressed by demands for whisky, supplies of which had been cut down from 24 bottles a month to 14.

When Herbert, who was no stranger to him, asked if he wanted some whisky, Logan quite naturally asked, "Is it all right?" and he was told that it was.

Logan bought the whisky and had no reason to suspect that there was any dilution. He was entirely deceived.

After Logan had begun to have doubts about the spirit, following complaints, he sent for Herbert, who, said Mr. Mr. Grieves, did his best to get some satisfaction from the person who sold it to him.

"Mr. Herbert, I assume," said Mr. Grieves, "had also been deceived by those who manufactured these goods."

As soon as Logan knew the whisky was not genuine he took it off sale to the public. Logan, added Mr. Grieves, had been told that the whisky came from an exhibition at Gloucester.

"I put him before you," Mr. Grieves told the magistrates, "as a man who, trusting others, has been grievously deceived."

"For a man of 60 to be deprived of his livelihood is a heavy and bitter blow."

### PENALTIES

### LATER

The magistrates reserved the penalties.

Wilfred Williams who was defended by Mr. J. Young, pleaded guilty to possessing a beverage containing methylated spirits; failing to enter the receipt of spirits in his stock book; receiving spirits without a permit and buying spirits from an unauthorised source.

He said that on October 11 a man whom he had never seen before, offered him some Scotch whisky at £2 a bottle.

It was guaranteed and a sample he was given was genuine whisky. As a result of an accident he had a sense of smell.

He bought 74 bottles, paying £100 in notes, but got only 68 bottles.

Later that day, he had several drinks from one bottle and became violently ill.

He did not offer the whisky for sale and intended to destroy it.

"I dare not offer it for sale," he said. "It was not fit for human beings."

Mr. Young argued that Williams was tricked. Had he known it was wrong, he would not have been such a "mug" as to try it himself.

John Henry Hotson, who defended himself, pleaded

guilty to three counts of exposing spirits for sale on unlicensed premises; three of removing spirits without a permit; and one each of buying spirits from an unauthorised source; selling methylated spirits mixed with a beverage; possessing a beverage containing methylated spirits; selling spirits on unlicensed premises and hawking spirits on unlicensed premises.

### IN THE COPPER

Mr. Rives said that the police "swoop" started at Hotson's house, where a dozen bottles were found in a gas copper under some dirty clothing.

He read a long statement made by Hotson in which he told how he was asked to sell the whisky and how he offered it in Grimsby, Cleethorpes, Boston and Sheffield.

He and another man collected six dozen bottles from Carl Mumby's place in St. Peter's-avenue, Cleethorpes, and took it to Sheffield, where it was refused, as a previous lot had been methylated spirits.

He suggested that they tried to sell it to Williams. Later Williams said he had sold it for £100 and gave him £20.

Hotson said he knew it was not proprietary whisky. He was told that it was bought at a public auction in Glasgow. He only sold two bottles himself but did not know that it was stuff which was injurious to people.

He thought it was un-matured whisky and made no excuse for what he had done.

### PLEADED

### NOT GUILTY

Tom Clarke, of 1, Sunderland-street, Sheffield, pleaded not guilty to removing spirits without a licence, buying from an unauthorised source, and possessing a beverage containing methylated spirit.

He was defended by Mr. K. Mitchell, of Sheffield.

Gordon Woodruff, of North Sea-lane, Humberston, said that he got a sample of whisky and gave it to Hotson. He and another man went to Sheffield and saw Clarke about the whisky, early in September.

A few days later, Clarke came to Cleethorpes and collected two cases of whisky.

Subsequently he went to see Clarke at Sheffield with another sample but he said it was rubbish and would have nothing to do with it.

Alexander Jackson said he was formerly a perfume vendor at Arcadia.

He offered Clarke a bottle of whisky which he got from Carl Mumby. Clarke paid him 35s. for it and arranged to collect more at Cleethorpes.

Later, near the outskirts of the town, and a further four dozen bottles were transferred from Mumby's car to Clarke's car.

Clarke wanted some more and witness tried to get some from Fairbanks at the Clee Cafe but failed.

Clarke paid him £140 in cash. Later he went to Sheffield with 64 dozen bottles and saw Clarke who refused it.

(Proceeding)



February 1948 - Looking across Dolphin Gardens, Cleethorpes, towards Victoria Terrace and the entrance to the railway station

The rough pasture of the adjacent land was used for allotments during the wartime period, it was later to become the Dolphin Gardens. The large air raid shelter in the grounds may be just beginning to be dismantled.

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1948 Terrace & Dolphin Gardens. The air raid shelter has now disappeared. If this date is accurate then it appears that the Dolphin Gardens was just being created.

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1949 attractive view across the pier gardens from the Victoria Hotel. The inset shows that a rustic arch led to pleasure grounds where it was possible to play tennis, archery, and golf putting. Comparing the barren grounds in the February 1948 photograph, a lot of effort must have been made within a year to create these pleasure grounds.

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Possibly 1950's with the Victoria Restaurant at the end of the terrace and another business (possibly Hudson's Newsagents and Sub Post Office) in between.


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"When I lived there in the 50's and 70's all the flats were occupied, even the basements. They were all kept decent with a small front garden. The backyard was kept for coal and hanging out your washing. The candy floss seller kept his machine in our basement. I still miss not seeing the Terrace when I visit."

- Lesley Line

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TKQH 473 -	SURNAME MONK	OFFICE - NATIONAL 48 - MR - TMD TMD
CHRISTIAN NAMES (First only in full) CAROL A.		
FULL POSTAL ADDRESS LOCOMOTIVE HOUSE RAILWAY ST. GRIMSBY. TKA.		OFFICE - NATIONAL 48 - MR - TMD TMD
THIS IDENTITY CARD IS VALID UNTIL 4th. Oct. 1960. ONLY		
CHANGES OF ADDRESS. No entry except by National Registration Officer, to whom removal must be notified.		
REMOVED TO (Full Postal Address) 4 VICTORIA TERRACE CLEETHORPES. TMD		

FOR OFFICIAL ENTRY ONLY. ANY OTHER ENTRY ON THIS CARD IS PUNISHABLE BY A FINE OR IMPRISONMENT.

Carol Monk sat on the steps of her home in Victoria terrace around 1951. (Credit: Carol Brown / Wendy Trevitt)

Carol Brown (nee Monk) spent her early childhood living in the basement of 4 Victoria Terrace. To make ends meet her mother would work at Hawkey's Café, on the North Promenade. At that time no other children lived in the terrace so Carol would frequently sit on the nearby station steps and watch the holidaymakers pass by. Other times she would walk across the road to watch a Punch and Judy Show on the sands or wander to the café to see her mother. Another regular haunt for Carol was the adjacent Theatre Royal where she would befriend the doorman who would let her in to sit and watch the films. Fortunately, her mother knew where to find her. Carol can remember the Victoria Café on Grant Street, around the corner from her home. Queues of visiting Yorkshire schoolchildren would wait to be admitted for their lunch and it seemed natural for Carol to join the queue then stroll in to have a free lunch.

Carol remembers their basement apartment – entering through the rear door that faced the Station Approach. The first room was a kind of kitchen 'prep room' followed by the kitchen itself. The next room was a large lounge facing the sea, but their semi-subterranean view was simply railings. There was another room that was long and narrow which had a hospital bed in it.

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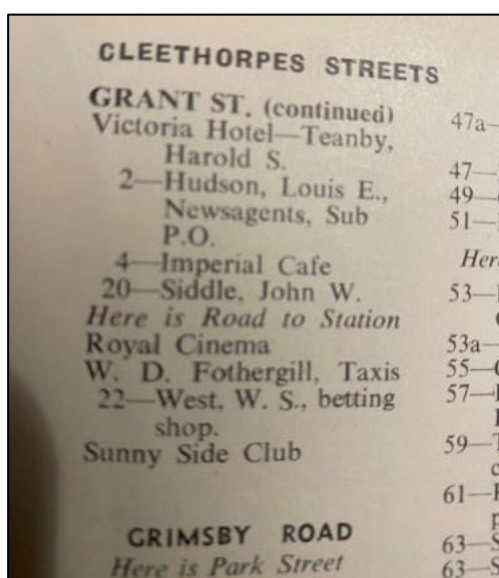
23 December 1959—one of several annual festive announcements placed by the Teanby's. (Credit: Stuart Ward)

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1962 or 1963 - on the left is Di East (nee Hudson) and centre is Dawn Braithwaite (nee Hudson) outside their parent's shop—Hudson's Newsagents and Sub-Post Office, Grant Street, adjacent the Victoria Hotel. On the right is Jane Bridge (nee Siveright). Alexandra Road and the Dolphin Hotel are in the background. (Credit: Dawn Braithwaite)

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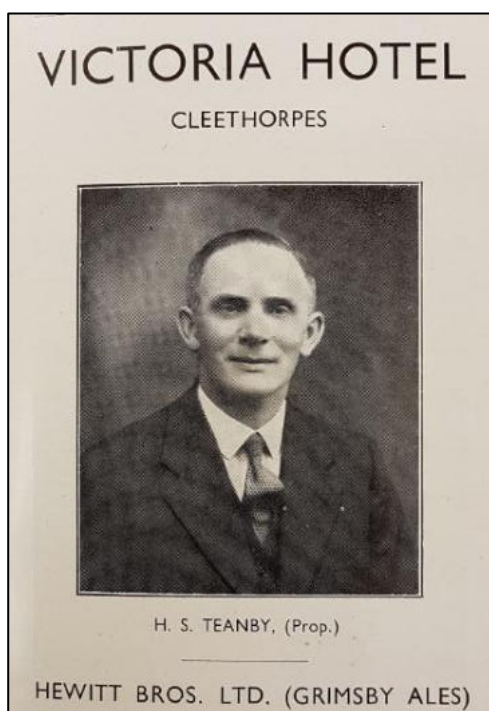


1962 street directory shows nos. 4, 5, 6, 7, 8, 9, 10, 11 and the Victoria Hotel with Harold Teanby as proprietor (see image below).  
Nos. 2 (Hudson's post office) & 4 (Imperial Café) Grant St. Royal Cinema. (Credit: Trevitt Collection)

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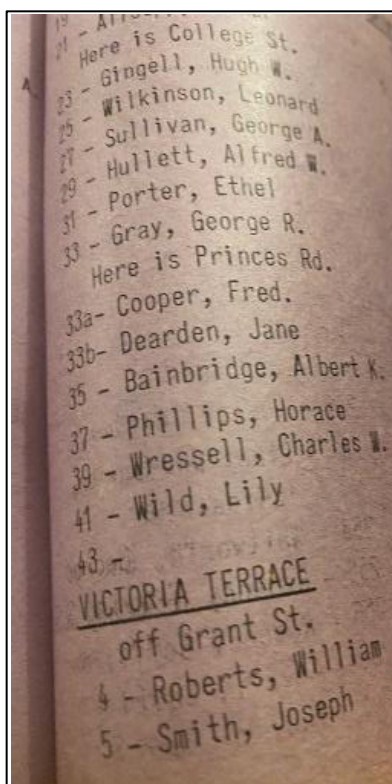
*"The Post office I remember was in Grant Street run by Hudson's family" – Paul Godwin.
"Yes, they did, then they moved to Osborne St, Cleethorpes. It was a post office and newsagents. Mrs Hudson owned the card shop in Osborne St. I worked at the newsagent shop, then the card shop." – Gillian Appleyard.*

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Harold S. Teanby, proprietor of the Victoria Hotel, as listed in the above 1962 street directory.

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1967 street directory covers nos. 4, 5, 6, 7, 8, 9, 10, 11, Victoria Hotel with John Portlock. Nos. 2 (Hudson's post office) & 4 (Imperial Café) Grant St. The Excel Bowl has replaced the Royal Cinema which was demolished over the winter of 1963-64. There are 2 entries for no. 4 - William Roberts possibly lived above the Imperial Cafe. (Credit: Trevitt Collection)

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|                                  |  |
|----------------------------------|--|
| VICTORIA TERRACE                 |  |
| off Grant St.                    |  |
| rear Victoria Hotel              |  |
| Flat Top Flr. Vacant             |  |
| Flat, Btm Flr. Kirwin, Brian G.  |  |
| 5 Smith, Joseph                  |  |
| 6 Armitage, Cecil                |  |
| 7 Flat 1, Senior, Annie          |  |
| 7 Flat 2, Ballard, Maureen       |  |
| 7 Flat 3, Nicholson, Evelyn      |  |
| 8 Flat 1, Vacant                 |  |
| 8 Flat 2, Good, Leslie K.        |  |
| 8 First Flr. Middleton, Colin A. |  |
| 9 Flat 1, Ward, Kenneth          |  |
| 9 Flat 2, Larkin, John S.        |  |
| 10 Btm. Flat, Dennis, Kenneth C. |  |
| 10 Top Flat, Dennis, Charles H.  |  |
| 11 Flat 1, Vacant                |  |
| 11a Hallibone, Joseph W.         |  |
| Victoria Hotel, *HEWITTS         |  |
| 2 Vacant                         |  |
| 4/6 Mathews, Mervyn              |  |
| Unit Bingo & Social Club         |  |
| 20 Siddle, John W.               |  |
| Here is Road to Station          |  |
| Excel Bowl                       |  |
| 22 Betting Shop                  |  |
| Sunny Side Club                  |  |

1970 street directory covers nos. 5, 6, 7, 8, 9, 10, 11. Victoria Hotel (Hewitts)-rear are top and bottom flats. These are listed as Victoria Terrace and not Grant St—no. 2 was vacant. Nos. 4 & 6 was Mervyn Matthews Unit Bingo & Social Club. Excel Bowl. (Credit: Trevitt Collection)

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The hotel and terrace were owned (one article states that it was leased— maybe from the railway company?) by Grimsby's Hewitt's Brewery, later Bass Charrington (who owned it at the time of the demolition of the terrace section that ran parallel with the Station Approach in 1979).

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**Figure 30** May 1966 - View looking east between the south side of the study area and rear of Victoria Terrace, showing the Bowling Alley on the left.<sup>105</sup>

May 1966 - the rear view of Victoria Terrace and side view of what was the Victoria Cafe, as seen from the Station Approach.

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Terrace a 'disgrace to resort'

VICTORIA TERRACE, Cleethorpes, should be knocked down and replaced by a block of flats, Coun. J. O. Oslear (Con., Cleethorpes) declared at Cleethorpes Development and Planning Committee.

The three-storey block of Victorian-type terrace houses opposite the railway station had been described as performing an important townscape function.

And for that reason it had been proposed for inclusion in a conservation area of the town.

The Chief Planning Officer, Mr. A. Atkinson, said that if it was removed the council could be saddled with another site which could remain vacant for years.

The Mayor, Coun. Alan Green (Lab., Cleethorpes) said

the property had deteriorated fast and was getting beyond repair.

Over the years dozens of couples had moved out because of the dampness.

Wonderful views

Coun. Oslear pointed out that it was a beautiful site with wonderful views.

He suggested knocking the block down and making a wonderful site for a concave block of flats with a wonderful view over the Humber.

Coun. Doug Leam (Con., Cleethorpes) described the condition of the terrace as diabolical. How anyone could

think of preserving it appalled him. He supported Coun. Oslear's idea.

Coun. Mrs. A. Chapple (Con., Cleethorpes) said the terrace was deplorable and an utter disgrace to Cleethorpes. They had to do something and do it as soon as possible.

'Build there'

Coun. G. Boase (Ind., Healing) was in favour of building there. He said another vacant site would be a disaster.

Coun. Mrs. M. Green (Ind., New Waltham) expressed concern that modern flats would have to be in keeping with the area or they would "stick out like a sore thumb."

Coun. G. A. Robinson (Ind., Immingham) said a conservation order should not be placed on the terrace. It should be demolished and there should be a report on the whole area.

The committee agreed to recommend that the Policy and Resources Committee should negotiate with the owners, Messrs. Bass-Charrington about the future of the terrace.

Grimsby Evening Telegraph
Wednesday 7th July 1976.

Digitally restored by Sward using GIMP 2.10.36 software. – January 2024.

Grimsby Telegraph 7 Jul 1976. (Credit: Stuart Ward)



1977 - the front view of Victoria Terrace. The lawned pleasure ground had now become a car park. (Credit: Grimsby Telegraph)

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1977- the end is nigh.

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"... lived in No 9, then No 8. Owned by Bass Charrington. Moved because No 9 was falling down, and water coming up through the cellar" – Mark Lister.

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# Terrace to be demolished?



Victoria Terrace – the unacceptable face as rubbish piles up in what was described as “a rat-infested warren.”

VICTORIA Terrace, Cleethorpes, is, according to a member of the resort's Policy Committee, a “rat-infested warren and a disgrace to this authority.”

And the committee has decided to ask Bass Charrington, which owns the site, for an urgent statement on what it intends to do about the property.

Committee chairman Coun. Bill Whitby (Con. Cleethorpes) said the terrace had been causing the authority problems for many years.

Coun. Arthur Murfin (Lab. Cleethorpes) said the terrace opposite the town's railway station should have been knocked down years ago.

He warned that if the council tried to carry on with the terrace they would finish up with another Gorbals.

“It is no good for flats at all,” he said.

“The sooner we don't have any interest in it at all, the better,” he stressed.

Coun. Douglas Leam (Con. Cleethorpes) said: “It is nothing but a rat-infested warren and a disgrace to this authority. We should apply whatever pressure we can as a local authority to get it redeveloped or demolished. I am in favour of demolition.”

Coun. Alan Green (Lab. Cleethorpes) said: “We want to know what Bass Charrington are going to do with these deplorable buildings.”

A spokesman for Hewitt Brothers, part of Bass Charrington, told the Evening Telegraph later that they were looking forward to receiving the local authority's latest observations.

“We are very concerned about the condition of these premises and want to see something done about it,” he said.

And he added that he thought the company would be in favour of demolition.

10 March 1977 – an article in the Grimsby Telegraph demanding the demolition of the terrace that ran parallel with the Station Approach. The view is of the rear passage that separated the terrace from the railway's Station approach. (Credit: Trevitt Collection)

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poor souls who live in countries where they don't have weather, only climate.

Apt

WAS EVER anything more aptly named than Victoria Terrace, Cleethorpes? Our picture yesterday showed it to be so Victorian it was hardly believable!

It also, I diffidently suggest, showed its architectural virtues perhaps a little more clearly than one can always see them on the spot.

I have heard a lot about the state the terrace is in, in addition to what was said by councillors the other evening, and I do not doubt any of it. But it does have a comely and harmonious facade, and if only it were possible to rehabilitate it, one could see it as a pleasant period piece.

Dangerous words! I am not suggesting that it necessarily would be practicable, or good business, to restore it. That is a technical matter to be left to the experts.

It is oddly placed for what it is, and houses of such a form - narrow and high - are not popular now, especially with virtually no land.

The suggestion has been made (but by no means universally approved) that they should be converted to flats. With some justice it has been pointed out in the past that the terrace provides a visual cut-off at the end of the holiday area of Cleethorpes, screening some of the less lovely bits.

This is true, but of course any building on the site would do that. It ought to be a valuable



site. What will be done with it if the houses are demolished?

A block of well-designed modern flats would be one answer. This could be pleasant (but wouldn't it cost a lot?)

At any rate, I hope no one will want to demolish it merely in order to plant a couple more flower-beds. That would NOT be a good idea.

Party

THE idea of street parties to celebrate the Queen's Silver Jubilee in June certainly

Day by Day column, Grimsby Telegraph 11 March 1977. (Credit: Stuart Ward)

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*"My late dad tried to buy it to restore. Got plans drawn up with a councillor of the time just before the purchase was completed behind closed doors stamped & demolition was decided Councillor Oslear supported the restoration plans it was done very quickly the sale was blocked in favour of demolition very sad to see it replaced with another eyesore." - Susan Johnson*

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THE deed is done. Victoria Terrace, Cleethorpes, since the days of elegance a suitable sight screen between the leisure area of the resort and the more industrial panorama to the north of the town, is to be swept away.

The old terrace, which has featured as a backcloth on so many Cleethorpes postcards, was in fact included in recent years in a conservation area for the town, being described as "of strong architectural merit providing enclosure to the whole area."

Many of the other buildings in the conservation area, from Victoria Terrace down to Brighton Street, are Victorian terraces. Which of these will be the next to go?

A document on conservation in Cleethorpes by the Chief Planning Officer, Mr. Albert Atkinson, was adopted by Cleethorpes Borough Council in December 1976 and said: "Areas worthy of conservation. Central Seafront. Sandwiched between the commercial area and the mature gardens of the resort, this frontage contains the fine Victorian architecture that previously provided the air of respectability required by the town during its life as a watering place."

"The buildings having suffered only superficial damage since their erection contribute both individually and en masse to the overall street picture which provides a pleasant contrast to the gardens opposite. When seen from the beach, the upper storeys provide a backcloth to the planting that can be identified as uniquely Cleethorpes."

"This central area is kept to a pleasantly human scale by Victoria Terrace and the façade at the south east end of Sea View Street containing the Toby Inn, all of which retain their former architectural merit."

Now the speculation is what will be put in its place? A car park or a bingo hall? We will just have to wait and see what develops in the name of progress.

Fare, please

THE next time you are thirsty and hungry as you lurch along

odd m

Odd Man Out column, Grimsby Telegraph 10 August 1978 (Credit: Stuart Ward)



1979 Victoria Terrace under demolition (above and below)



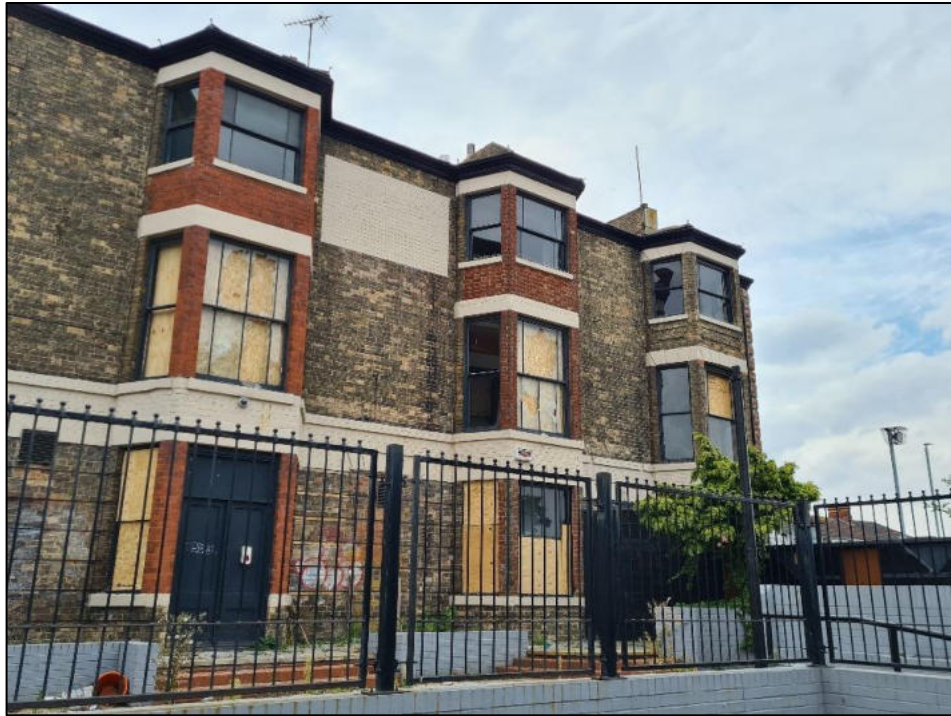
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The Victoria (Hotel)

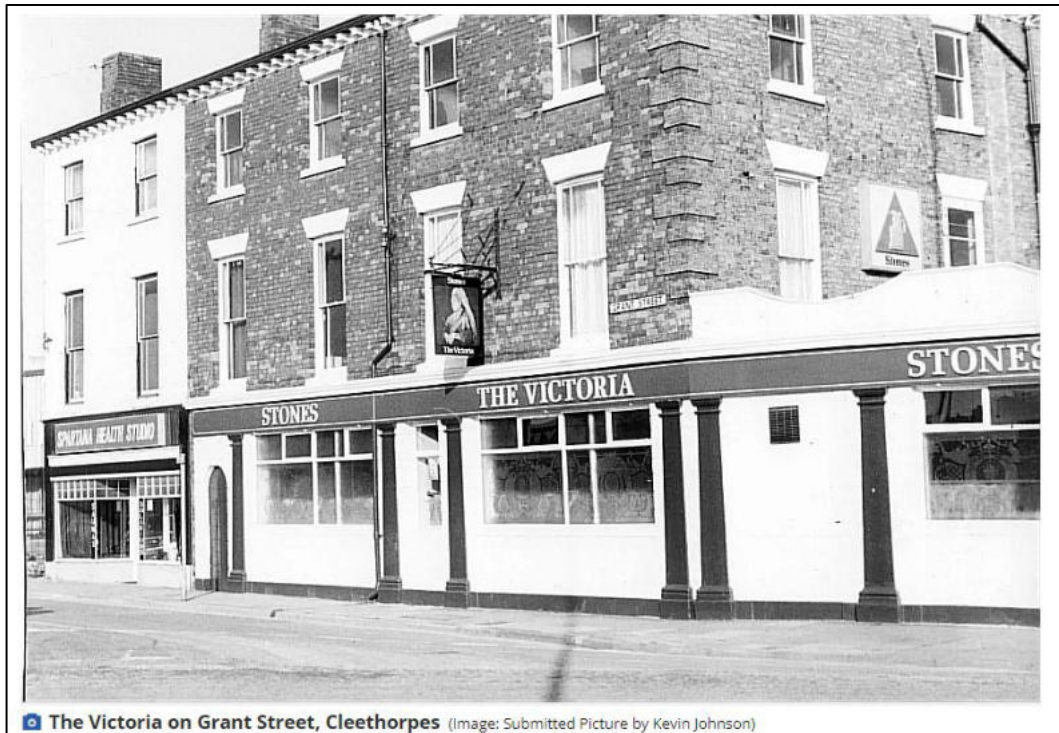


1984 Nov 9 – It's believed that these were apartments in Victoria Terrace and faced the foreshore. To the rear of these apartments was almost certainly the Victoria Hotel, Grant Street. (Credit: Trevitt Collection)

As a comparison, the image below was taken in August 2023 when the building was vacant (and vandalised) following the closure of The Foundry. These former apartments were at some point (possibly during the pre-1986 enlargement by the Stones Brewery) absorbed in to The Victoria.



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Pre 1986 when the Victoria was extended in to the former Spartana Health Studio to create a family room (by 1991 children were no longer permitted in the establishment). William Stones Brewery spent over £200,000 expanding and revamping The Victoria.

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1993 June – The Victoria, now extended into the left side building – the former Spartana Health Studio

40 **Victoria Hotel**
Cleethorpes (Bass)

Probably the busiest establishment in the resort, the **Victoria Hotel** in Grant Street, **Cleethorpes** is in a beautiful setting with views over the seafront and Pier Gardens, and with a large car park, it is a favourite of both local people and holiday-makers.

The **Victoria** has a large pool room and also offers video games, pinball, laser video and juke box.

The **hotel** is well known for its superb bottle bar that carries an enormous variety of premium bottled beers.

Outside, the **Victoria's** patio not only has seating arrangement for larger groups, but also spots where couples may sit in privacy.

Entertainment takes the form of karaoke each Sunday lunchtime and Wednesday evenings.

Telephone (0472) 600975.



Mike Duffield

Grimsby Telegraph June 1994 – British Pub Week (Credit: Paul Fenwick)

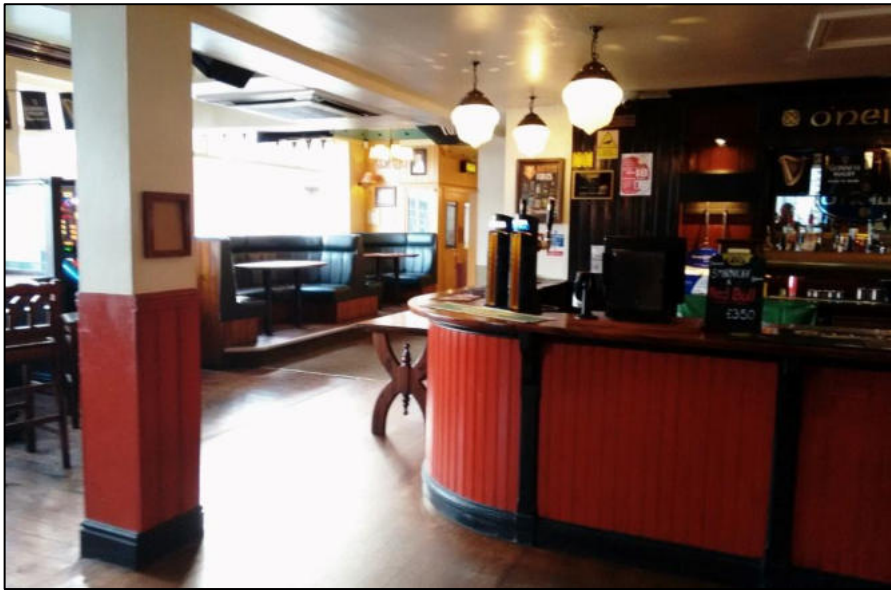
O'Neill's Irish Bar



The garish frontage in 2016 when it was O'Neill's Irish Bar. (Credit: Grimsby Live)



Above and below – the interior of O'Neill's on 19 May 2016, two days prior to its closure. (Credit: Simon Roberts)



O'Neill's beer garden to the rear in what was once the pleasure grounds. (Credit: Simon Roberts)

O'Neill's Bar opened in November 1996 following a £330,000 make-over. The interior of the bars was unfortunately stripped out to give the establishment a basic rustic Irish style appearance, such as bare floorboards, and barrels used for seats and tables. It closed on 21 May 2016 and remained vacant until it became The Foundry (below) but during this time, for some undisclosed reason, North East Lincolnshire Council purchased this closed public house. Perhaps it was with the intention of demolishing it, as proposed by a consultancy company a few years prior.

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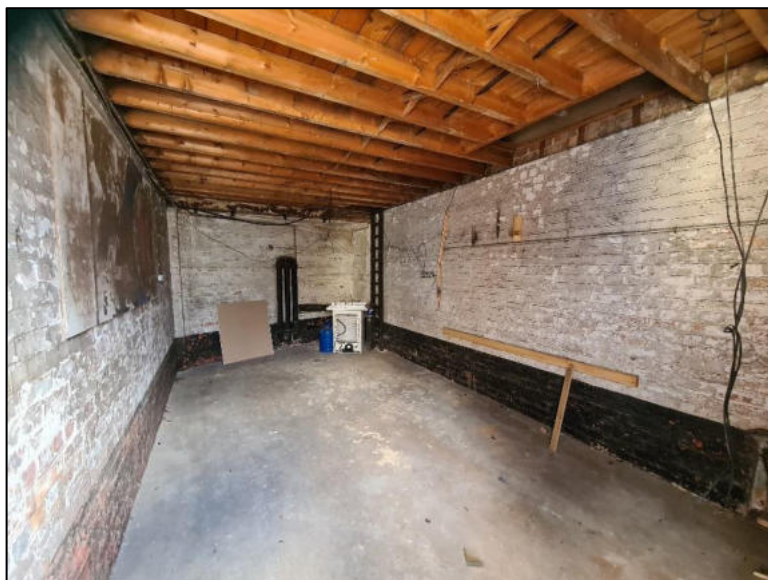
## The Foundry

Extensively refurbished and rebranded as 'The Foundry'. It opened on 4 July 2020 when all public houses were permitted to reopen following a national closure in March of that year due to Covid-19 restrictions across the UK.

Images below that are dated 19 December 2019 were taken whilst the building was being refurbished to reopen as The Foundry.



2013 (left) and 19 December 2019 (right and inset). The hoarding was removed to reveal the stone tablet. This building may have been erected at the same time as the hotel and used as a coach house or, it could have been erected in the first half of the 1900's, to accommodate guests' motor cars, especially those used by travelling sales people which their earlier advert focused on. 2024 update: The carpark is under the ownership of North East Lincolnshire Council. It is said that sadly, they intend to demolish the garage, presumably to widen the entrance/egress of the car park.



The garage is compartmented – this is an internal view of the left-hand side in 2024.



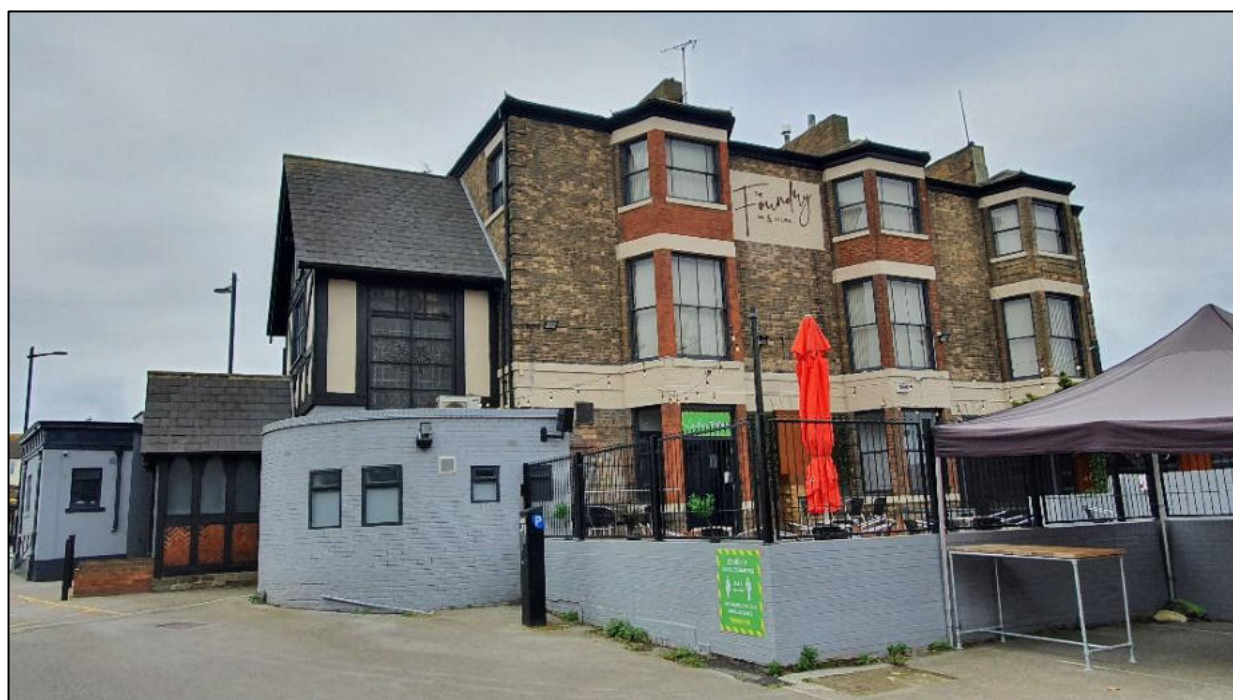
19 December 2019 – the hoarding that ran along the top of the ground floor pillars has been removed to once more reveal the attractive, decorated frieze that had been covered for the last fifty years or so.





16 October 2020 - The Foundry with two new picture windows to the left and a more aesthetically pleasing external décor than when it was O'Neill's Bar.

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16 October 2020 - The Foundry - there appears to be no historical reason regarding the building or the area as to why this name was chosen. This aspect was originally part of the front of the Victoria Terrace, overlooking a lawned pleasure ground.

On 23 March 2020 the UK began its national lockdown to help curb the spread of the Covid-19 virus across the country. This was obviously exceptionally bad timing for the opening of The Foundry and may have influenced its decision to cease trading in January 2023, after a relatively short period.



2013 (left) – 24 August 2023 (right) the sole remaining historic and probably original from 1911, window was destroyed after vandals had forced entry in to the locally listed building due to the owner, North East Lincolnshire Council's failure to secure the vacant building. During the conversion to 'The Old Vic' the window has been covered over inside and out by boarding (see below).





22 June 2023 – the remaining structure of the once impressive Victoria Terrace that stood head and shoulders above the resort for around 100 years. (Credit: Paul Fenwick)

The Old Vic



May 2024 — The refurbished former Victoria Hotel - now 'The Old Vic'. A three-bedroomed managers flat was created on the first floor. The second floor remains unused – possibly since the 1940's.

In October 2023 Amber Taverns Ltd negotiated a 99-year lease of the building from the owners, North East Lincolnshire Council. The venue was decorated outside and refurbished inside. The occupiers have declared that they do not intend to serve food. The venue reopened on 26 February 2024. A manager's flat has been created on the first floor of the building however, former guest bedrooms still exist on the second floor.

'A new pub in an iconic and historic Cleethorpes building has officially opened to the public.

The Old Vic - named in a nod to the pub's former name in years gone by - has opened at the former Foundry and O'Neills premises after the site sat empty for a year, after being acquired by Amber Taverns.

The pub - which will not serve food - has undergone an extensive refurbishment and makeover, with a brand new bar and back bar, new flooring, new electric and heating systems, new toilets, internal and external repairs and the creation of a three-bed operator's flat on the first floor.

Jon Sellars, Area Manager for Amber Taverns, told Grimsby Live: "We've had a very busy first week of trade in our new site in Cleethorpes and we are looking forward to being part of the local pub scene for many years to come.

"All the staff have worked tirelessly in the build up to opening to try and provide the best possible experience for our customers. We believe the investment in this historic building will be well worth it and will put The Old Vic back on the map.

"Additionally, we have some great art work for the building that we hope to complete before the end of March. Watch this space." '

Lauren Davidson, Senior Reporter, Grimsby Live, 7 March 2024. [Grimsby Live Article](#)

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The brewery and landlady, Sharon Thomson, graciously permitted access to the vacant second floor of the public house. The abandoned hotel rooms have been possibly disused since the Second World War – over 80 years ago. This was probably following the retirement of long-term landlord William Rowston in 1940. In 2024 much of the floor was covered with insulation to conserve energy in the first-floor private apartment beneath.



1911 is carved on the newel post of the ground floor staircase leading to both upper floors. This is in a probable extension on the side of the building, facing the car park entrance. It's possible that this was the build date of the extension, providing a dedicated entrance for hotel patrons and families as opposed to entering via the bar (see image below).





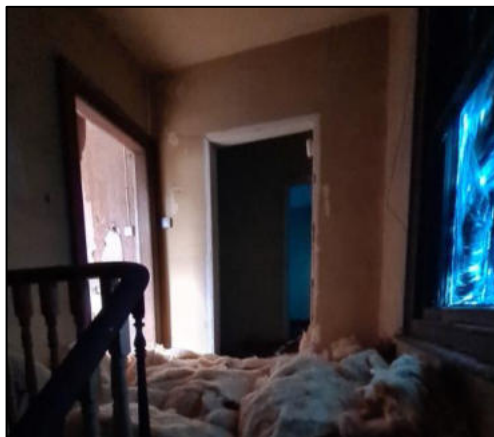
The guests would enter from this first-floor door at the bottom of the staircase and climb the stairs to the junction.



The same split-level staircase as shown in the previous image. Note the fine Victorian craftsmanship of the turned wooden spindles, the curved banister, the significant curved skirting board, and the embossed Lincrusta wall covering.



On reaching the junction guests would take the left staircase to



this landing to access either of the two rooms to the front of the building that offered sea views or



.... or take the right staircase to access the corridor leading to either of the two rooms overlooking Grant Street.



It's doubtful that there were twenty bedrooms, but the numbering may suggest that this is room '0' on floor '2'.



Presumably, the rooms had a pricing structure reflecting the standard of the room. The smallest rooms were only suitable for a single bed and was no doubt cold in the winter due to not having a fireplace. They were possibly used by staff, travelling salespeople, or non-headlining artists playing at the nearby Empire and Royal Theatres. A larger double room (above) also overlooked Grant Street but had a fireplace and integral wardrobe. All bar one of the fireplace inserts on the upper floors have been removed some time ago.



This is one of the much larger family type rooms that overlooked the front green area, offering an impressive sea view. The views are showing the left and right of the central fireplace.



The sole remaining fireplace insert (Credit: Paul Fenwick)



Selection of remaining wallcoverings in 2024. The lower right is in the former Spartana Health Studio building, nearest the Station Approach.

The images below are in the former Spartana Health Studio. The Victoria was extended in to the ground floor of this former business around 1985-86.





Former shower areas.

~ ~ ~



The ugly gable wall that faces Station Approach, prior to becoming 'The Old Vic'. Not a good advert for the resort.



In March 2024, the gable wall was painted to match the rest of the building. This highlighted bricked up fireplaces and other openings that at one time, were inside someone's home and business.



Within a short period of opening, Woskerski an international artist based in London, was commissioned by Creative Start to create this huge attractive mural on the fore mentioned wall; creating a welcome approach for visitors who arrive in the resort by rail, or coach.



(Credit: Paul Fenwick)

*Does a new name, a new look, and a long lease equal a promising new future for the 170 or so year old building?
Hopefully so.*

Appendix I:

An article from the Grimsby Live / Grimsby Telegraph website -

Memories of Victoria Terrace in Cleethorpes 40 years after its demolition

This middle-class terrace was in a prominent position beside Cleethorpes sea front

- **Bookmark**

BY

Abby Ruston

- 06:00, 10 NOV 2019



In this early post card shot, the hoarding on the end of Victoria Terrace on the right appears to be advertising the Royal Cinema and its cafe (Image: Submitted Bygoness)

Today, all that remains of Victoria Terrace in Cleethorpes appears to be the former O'Neill's Irish pub, which closed in 2016, but its history goes back a long way.

The best clue is the rear of the pub, which has retained its appearance and which fits in with old images of the long-gone middle class terrace which ran the length from Grant Street to the prom, next to the train station.

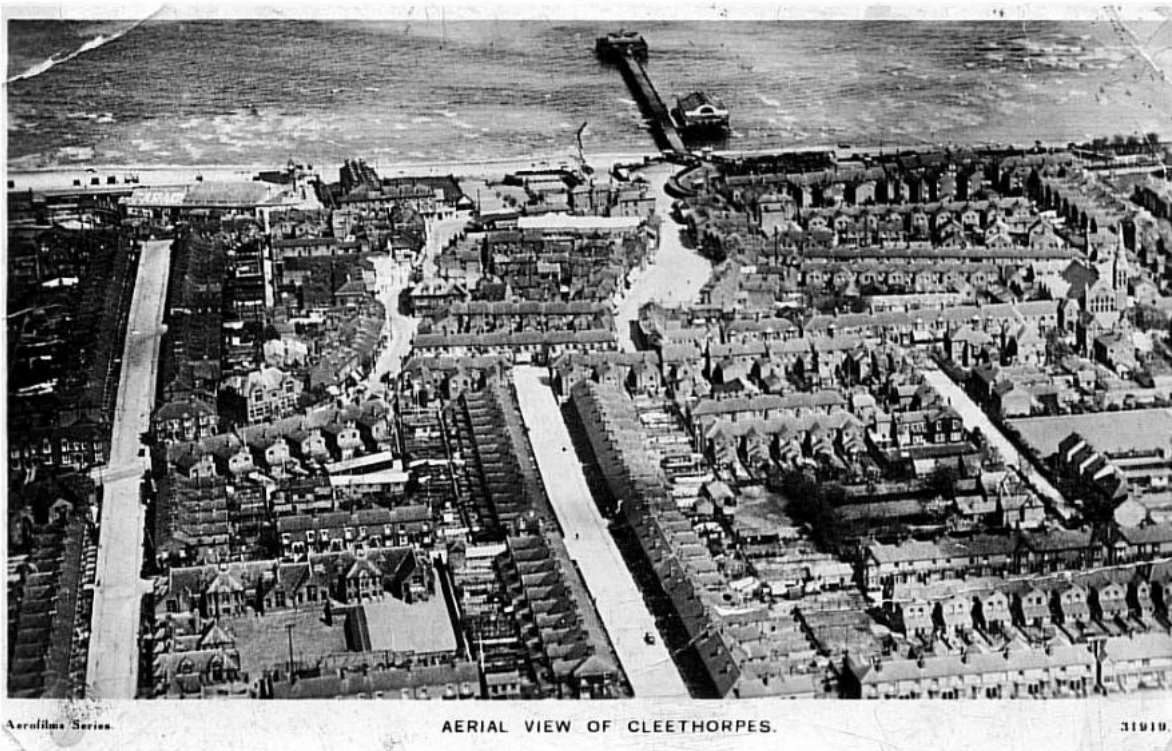


The former O'Neill's pub on Grant Street, which looks like it will soon be given a new lease of life (Image: Jon Corken/Grimsby Live)

Victoria Terrace was largely demolished in 1979 and today is part car park, part Fantasy World amusement arcade and what remains of O'Neill's or as it was previously known, The Victoria Hotel.

There are plans to redevelop O' Neill's into a new bar called The Foundry, with a planning application submitted to North East Lincolnshire Council by tenant Premier Windows Systems, the owner of The Studio Bar.

They hope to make alterations to the Grant Street building, so that it can have "prominent street facing entrance doors and updated windows", and" and improve access to the beer garden at the rear.



An aerial shot of Cleethorpes, with the top of Victoria Terrace visible as well as the station clock (to the top left). The image is pre 1960s as the Trinity Methodist Church in St Peters Avenue (to the far right of the photo) was demolished in the 1960s (Image: Grimsby Telegraph)

The introduction of the 1889 Grimsby Borough Extension Act extended the town boundary from Humber Street.

This new area known as New Clee, saw fine, middle-class terrace villas built along both sides of Cleethorpe Road. These had names such as Albert, Alexandra, Humber, Sunderland, Trinity, and Victoria Terrace.

Victoria Terrace

On a warm summer's evening, August 20, 1919, fire broke out at the Royal Kinema-de-Luxe.

Because of a strong wind blowing towards the sea, the Great Central (railway) docks fire brigade also arrived for there was a real fear that the railway station would itself ignite ... and that sparks would set light to the substantial Victoria Terrace not far away.

But Victoria Terrace did catch fire, sparks landing in the spouts and guttering - luckily fire hoses quickly averted any further damage.

Terrace interior



February 1948 - Looking across Dolphin Gardens, Cleethorpes, towards Victoria Terrace and the entrance to the railway station (Image: Grimsby Telegraph)

Lucy May (nee Smith) sent in this recollection of time spent living there.

She said: "I don't know the exact year when my grandparents moved in but mum and dad were married in 1937 and moved in with them, and us four sisters and brothers were all born there.

"The terrace was a great place to live, it was so close to the beach. There was a long hallway with plaster faces on the moulding near the stairs, it had lovely long mahogany banisters that we slid down, big attics that you reached through a door on the top floor via a spiral wooden staircase.

"Our bedrooms faced on to Station Approach and in the summer we knew all the dialogue of the films being shown at the Royal Cinema as the projection room, with its window open, was directly opposite.



Dolphin Gardens, Cleethorpes, in 1948. The photograph was taken from Alexandra Road and Victoria Terrace and the railway station can be seen in the background (Image: Grimsby Telegraph Library Picture)

"We used to play on The Green as we called it – with a lamp post there with a rope on it – and at the old air raid shelter just in front of the houses. "Later, there were tennis courts and an archery range at the bottom near to the prom and a putting green up at the top.

"Part of what is now the Dolphin gardens were allotments during the war.

"We had a coal house and an outside lavatory there, a meter/coal room under the stairs in the semi basement, which was always pitch black.

"There was no electricity. That was put in when I was 15; before then it was gas mantles in the main rooms and candles.



Victoria Terrace as viewed from the Pier, note the train station clock tower to the right (Image: Jon Corken/Grimsby Live)

"No hot water, but we did have a bath in the downstairs kitchen. Mum used to heat the water in a big copper, ladle it into the bath (which at other times had a wooden cover) and then ladle it out again into the sink at the side.

"Outside our living room door were a row of brass bells connecting to bell pulls beside the fireplaces in the upper rooms.

"There were two inside lavatories, the top one with a tap. We had wonderful views from the top two floors."

More terrace memories



Pier Gardens, Alexandra Road, and Victoria Terrace, Cleethorpes (Image: Submitted by Mr Whyte)

Mrs M Bendon told us: "We lived at 7 Victoria Terrace from June 10, 1972. That's the day my husband and I were married.

"We had the flat for six weeks before, but it needed decorating and we couldn't move in before (parent's rules).

"We rented the one-bedroom flat from Hewitts Brewery in Pasture Street, [Grimsby](#).

"It was already listed as condemned, but they said we could rent it anyway. That should have rung alarm bells for us to stay away from it.

"We paid our rent to Jary's estate agency in Victoria Street, Grimsby. It cost £1,10 shillings – now £1.50 – a week.

"There was a basement where our electric and gas meters were. That was in a real mess, there was green slime all over the walls and floor, it was damp and there was no lighting.

"There was a ground floor flat, then ours on the first floor and a top flat. We all had a key which fitted the same lock – not like nowadays with all the locks outside.

"We had one bedroom, a toilet on the landing and a kitchen with our bath in. We must have been desperate to have rented it.

"Then we found we had little 'visitors' – mice, lots of them. They were in the kitchen and lounge and would run up the curtains. I was petrified. "The lounge was really large and looked towards what we think was Talk of The Town, which is now The Point.

"I could look out of the window and see the bus coming and catch it outside what is now the Mobility shop on the main road."

A crumbling terrace



Victoria Terrace, Cleethorpes in 1977 when it was announced they should be demolished (Image: Jon

Corken/Grimsby Live)

Victoria Terrace, Cleethorpes in 1977 when it was announced they should be demolished (Image: Jon Corken/Grimsby Live)

By the late 1970s, Victoria Terrace was under threat, it had fallen into a state of disrepair and debate started as to whether it should be demolished.

Some felt it had become an eyesore and others saw it as an architectural masterpiece to be saved.

In March 1977, the resort's Policy Committee decided to ask the owners of the site, Bass Charrington, what they intended to do with the terrace which was falling into dereliction.

One councillor described it as a rat-infested warren and a disgrace to this authority. Councillor Arthur Murfin said the terrace, opposite the town's railway station should have been knocked down years before.

By June 1978 it was revealed that children were jumping from the windows on the top floor of the buildings onto bedding in the back gardens.



The demolition of Victoria Terrace, Cleethorpes in 1979 (Image: Jon Corken/Grimsby Live)

A few days later the Telegraph reported that an application for the demolition of the terrace had been submitted by Bass Charrington.

The matter went before the full council on August 7, 1978, despite several outspoken councillors demanding its reprieve including one calling for it to be made habitable for the elderly the hammer came down with a decision to allow the demolition to go ahead.

Demolition took place in 1979, leaving The Victoria Hotel on Grant Street, [Cleethorpes](#) the only original element unscathed.

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## Appendix II:

An article from the Grimsby Live / Grimsby Telegraph website

# When O' Neill's pub in Cleethorpes was the Victoria Hotel

The Victoria Hotel dates back as far as 1871 and was one of the

**Abby Ruston 16 Nov 2019**



The

**Victoria, Cleethorpes pictured in October 1985** (Image: Grimsby Telegraph)

The blue and white lower half of the former O' Neill's pub in Cleethorpes is still striking to the eye, despite its closure in 2016.

Although it has remained vacant and boarded up, plans have been submitted to transform the locally listed, Grant Street pub back into a thriving bar in the near future.

Before time was called on the Irish chain bar, O'Neill's was previously known as The Victoria, a hotel and pub - which formed part of the Victoria Terrace housing development close to the sea front and train station.



**You can see the rear of The Victoria hotel and pub on the left of the high-rise Victoria Terrace, the majority of which was demolished in 1979. The mock Tudor element on the side still stands today.** (Image: Submitted by Mr Whyte)

The surviving substantial three storey Victorian building has largely retained its original exterior design, with just garish painting over the years when it became O' Neill's.

It's not clear when it was built but the Victoria Terrace appeared sometime after 1889, which suggests the hotel was there prior, as it's listed on the 1871 Lincolnshire census.



**The rear of the former O'Neill's pub in Cleethorpes** (Image: Rick Byrne / GrimsbyLive)

Victoria Terrace was eventually demolished in 1979 and today is part car park, part Fantasy World amusement arcade and the currently closed pub.

Just to the side of the pub is a mock Tudor topped brick garage with wooden doors, which bears a stone inscription: 'Victoria Hotel garage'. This is currently hidden from due to works taking place.



**The Victoria, Cleethorpes pictured in June 1993** (Image: Grimsby Telegraph)

The former Victoria in Cleethorpes was one of the most popular pubs in the resort and Hewitt Brothers Ltd had control of the venue for many years as a leasehold.

Several photographs in the 1980s reveals Stones and Bass signage - certainly Bass Charrington owned the [Victoria Terrace](#) site at the time of demolition.

### **Former landlords**





**A shot of Cleethorpes looking across the Dolphin Gardens to the side of the Victoria Hotel** (Image: Grimsby Telegraph)

In the 1871 Lincolnshire census, George Hurst is listed as the Licensed Victualler, aged 53 who was born in Grantham. Also listed are his wife Sarah Ann Hurst, 59, a general servant and a boarder.

Mr Hurst is again listed in the 1882 Whites Directory

Kelly's Directory for 1885: Victoria Hotel, James A. Linnell; Victoria Terrace, Cleethorpes. An additional Cleethorpes street directory also lists Mr Linnell as a beer and wine retailer.

Kelly's Directory of 1930 lists William Rowston who was still there in 1936.



**Peter Tully, the landlord of The Victoria, pictured in June 1986** (Image: Grimsby Telegraph)

Mrs Catherine (Kate) Teanby and her husband, Harold (Joe) Teanby, were licensees of the Victoria Hotel, Cleethorpes, from 1948. They retired around 1960.

The venue hosted a sort of farewell party to commemorate the last tram had run, on July 19, 1937. The throng made its way to the Victoria Hotel, where the Mayor and Mayoress had thoughtfully laid on refreshments.

1986 the landlord was Pete Tully.

### **In the news**

GRIMSBY EVENING TELEGRAPH, DECEMBER 27, 1947

WEATHER  
Showery

LIGHTING-UP  
4.30 P.M. 7.45 A.M.

No. 28,384

WEDNESDAY, DECEMBER 27, 1947

THREE-HALFPENCE

# Grimsby Evening Telegraph



## 'AGREEMENT ON CANADIAN "Whisky" Contained FOOD IS NEAR'—Report

### BIDAULT CALLS ON BEVIN

M. BIDAULT, French Foreign Minister called at the Foreign Office this morning for a first conversation with Mr. Ernest Bevin before leaving for Paris to-day.

Mr. Bevin had been made for a meeting between Mr. Bevin and Mr. Bevin, who is leaving for Washington to-morrow to President Truman's secretary, The Secret One.

One hour of having something from the wreckage of the Foreign Minister's speech, was presented by the editor of the Big Four to the British and American delegates by them to their deputation.

### Less Bacon, Beef To Cost More

'Ottawa Reduced Supplies' BRITAIN will accept the new Canadian food agreement offer. This is the opinion of authoritative Government circles in Ottawa to-day.

Reduced quantities of bacon, cheese, eggs and beef would then be sent to us at a higher price than under the present agreement which expires on December 31.

Some reports said that the Canadian offer had already been accepted, but confirmation of this had not reached Ottawa to-day.

### 12 DIE IN KILLED BY BLAZING VAN AT BINBROOK

TWELVE people died when a U.S. Army Boeing Superfortress crashed in flames at Binbrook, Ontario, last night after taking off on a training flight to Canada carrying 20 men. Army officials announced to-day.

The aircraft was attempting to land in the dark when it crashed in the desert. Right after the plane had crashed one of the plane's engines caught fire and exploded.

Mr. Binbrook, aged 32, a "pilot" living at 121, known throughout the West as an expert pilot, was killed in the crash. He was in the plane at the time of the crash. He was killed two hours later.

### T.U.C. GET 8 IN COURT AFTER POLICE SWEEP AT CLEETHORPES

THE crisis committee of the T.U.C. placed before the full meeting of the Council, at Cleethorpes to-day, a survey of the economic situation of the country, and the position of the Council in the crisis.

The Council first debated the situation and then, after informal talks had been held with the Prime Minister and other members of the Government.

The matter was referred by the Council to its special committee on the economic situation with an instruction to report to it as one of urgency.

### Scientist: "Would Not Risk More Than 2 Glasses"

BOTTLES of "whisky" alleged to have contained a proportion of industrial methylated spirit were exhibited at Grimsby County Magistrate's Court to-day, when eight defendants faced a total of 71 summonses brought by H.M. Customs and Excise.

Of the eight persons summoned, those who appeared before the Magistrate to-day were: Carl M. M. M., of 37, St. Peter's Avenue, Cleethorpes; John William Logan, of the Leeds Arms Hotel, Cleethorpes; Wilfred Williams, of the Victoria Hotel, Cleethorpes; John Henry Hooton, of 1, Thurstons Road, Cleethorpes; and Tom Clarke, of 1, Sanderson Street, Sheffield.

Professor F. G. Tyburn, of the Forensic Science Laboratory, Nottingham, who said he had examined samples of the spirits, told the magistrates that he would not risk drinking more than a couple of glasses.

Mr. J. R. Poulton, appearing for Carl M. M., appeared on 11 summonses, asked for an adjournment.

**DEPUTIES RESUME**

The deputies met at 10.30 to-day, and resumed their work. The deputies met at 10.30 to-day, and resumed their work. The deputies met at 10.30 to-day, and resumed their work.

**WHEAT SUPPLIES NOT AFFECTED**

The wheat supplies between the two countries does not seem directly into the present agreement.

Canada's Finance Minister, Mr. D. G. M. M., said that the Canadian wheat supplies were not affected by the new agreement.

### Christmas Turkeys, Fruit—News Is Good

GOOD news about turkeys, oranges, bananas, grapefruit and other good things for Christmas was given by Mr. Sirach, Minister of Food, at his press conference in London to-day.

He said that 2,200 tons of turkeys were more than last year will be available for Christmas. He said that the supply of oranges was also good.

### Royal Cash: Division Certain

THE Government expect a division to-night after debate on the Princess Elizabeth's £40,000 a year allowance proposal and £10,000.

The Prime Minister announced a two-hour private meeting of the Labour Party to-day and urged the Party to vote for the full bill.

**LEGAL DEFENCES**

Mr. Poulton said he had no defence to the charges against him. He said that he had no defence to the charges against him.

### Unemployed, Depressed, Gassed

Unemployed since 1944, George Kemp, Staffordshire, Grimsby, became depressed and on Monday the day he was laid off from work, he was laid off from work.

### Nullity Appeal Refused

The House of Lords to-day gave judgment dismissing an appeal by Mr. Frederick Charles Smith, of 11, St. Peter's Avenue, Cleethorpes, against the decision of the Court of Appeal in the case of Mr. Smith v. Smith.

### Shashed Girl's Feet In Cinema

For shashing at the feet of girls with razor blades while they were watching a cinema, David William Smith, 21, of 11, St. Peter's Avenue, Cleethorpes, was sentenced to prison for three months by the Grimsby Magistrate.

### BOSTON DOCKERS STRIKE

Fourteen ships are standing idle in Boston Harbor to-day because of a strike by the dockers.

### GRIMSBY TRAWLER ASHORE

News was received in Grimsby to-day that the Grimsby trawler York City (Consolidated Fisheries Ltd.) has been ashore at Alnham in the Norwegian fjords.

### MANY DEAD IN TANKER COLLISION

Lloyd's agents at Curacao telegraphed under yesterday's date that when the Argentine tank steamer Las Frases (1,200 tons) was in collision with the tanker Cipriote, another Argentine ship in tow to-day there was still some fire on board.

### World Bill of Rights Adopted: Soviet Says "Too Soon"

The 16-nations Human Rights Commission of the United Nations is holding its 34th session in Geneva to-day after adopting last night an International Bill of Human Rights.

### PILOT DIES ON THE BRIDGE

The steamer Portugal called off Dover to-day and the body of Captain R. H. Hooton, 45, of 11, St. Peter's Avenue, Cleethorpes, was found on the bridge.

### C.I.D. PROBE DEAD BABIES MYSTERY

Officers of C.I.D. continued their inquiries to-day into the mystery of the death of three babies, whose bodies were found in a desecrated condition at a house in the village of Camelford.

### Short Stories

Mr. John W. W., veterinary surgeon to the King and a former president of the Royal College of Veterinary Surgeons, died yesterday.

### MR. MARSHALL AT PALACE

Mr. George Marshall, American Secretary of State, who has been in Britain for the meeting of the Council of Foreign Ministers, was seen at Buckingham Palace to-day on a personal invitation from the King.

### Murdered Briton: Suspect Held

One suspect has been detained as a result of the murder of one British seaman and the wounding of another in Italian waters. Before he died, the seaman described his assailant as a man with a scar on his face.

### "More German Factories" — Says Clay

Gen. Lucius D. Clay, U.S. Commander-in-Chief in Germany, is a report to Mr. Marshall, American Secretary of State, that he has found evidence of the transfer of some German factories, at present inactive, to neighboring countries, including France, Belgium and the Netherlands, to aid European recovery.

### GERMANS HAVE 10,000 CLAIMS AGAINST US

The numerous claims for damages or injury were made by Germans against members of the British Occupation Forces during September and October.

### Best Dishes for a Merry Christmas from Oxo

Best Dishes for a Merry Christmas from Oxo. The advertisement features a list of recipes and a picture of a Christmas dinner.



**Grimsby Evening Telegraph, 17 December 1947** (Image: Grimsby Telegraph)

*[Ed: A clearer and extracted version of this story is located in an earlier part of this document].*

The Grimsby Evening Telegraph reported on December 17, 1947, that bottles of "whisky" alleged to have contained a proportion of industrial methylated spirit were exhibits at Grimsby County Magistrates' Court.

Eight defendants faced a total of 77 summonses brought by HM Customs and Excise. Of the eight persons summoned, two were licencees, one at the Leeds' Arms Hotel, Cleethorpes, and the other at the Victoria Hotel, Cleethorpes.

Cleethorpes police became aware that illicit spirits were in circulation and made a lightning swoop upon certain people.

Commercial methylated spirit contained five per cent of wood naphtha to make it undrinkable. The alcohol in it was methyl alcohol which is a very poisonous substance. People had gone blind and had even died after drinking methyl alcohol.

### Alterations to expand



**The Victoria on Grant Street, Cleethorpes** (Image: Submitted Picture by Kevin Johnson)

The William Stones owned brewery spent almost £200,000 to improve The Victoria ahead of the summer 1986 season.

A patio with a barbecue at the rear of the building formed part of the plans, along with a bigger servery, creation of a family room (by expanding into the vacant Spartana Health

Studio), a larger car park and more spacious lounge. An area had been set aside for darts, pool, and dominoes.

The bar would retain its Victorian decor and the family room had its own mini toilets, an area for mothers to change nappies and a drinks dispenser serving orange and cola etc. It also served crisps, lollipops, and sweets.



**Another side view of The Victoria in Cleethorpes looking across Dolphin gardens, March 1993.** (Image: Grimsby Telegraph)

Bizarrely by the summer of 1991 the family friendly element seemed to have disappeared, with the introduction of a sign outside telling parents that their children could not use the toilets inside!

A spokesperson for Bass said: "We do encourage family pubs and continue to provide children's facilities. We do not consider the Victoria to be a suitable pub for children or families."

### **The luck of the Irish**



**The former O'Neill's pub in Cleethorpes pictured in 2016.**

Around September 1996, the Bass pub was taken over by Irish themed chain O' Neill's and given a reported £330,000 make-over before opening November.

Creating up to 30 jobs, staff were not given interviews but auditions in order to recruit livelier people.

The large bar and drinking areas were reduced by the Irish theme, with its emphasis on small drinking areas separated by large window cases.

Other major changes included a "shop frontage" and traditional Irish bric-a-brac as fittings to look like bars in Ireland. Drinks included Guinness and Caffrey's, with Irish cooking and normal pub fayre.





**The former O'Neill's pub on Grant Street in Cleethorpes which could be transformed into a new restaurant and bar** (Image: Jon Corken/Grimsby Live)

Music would be from a 1,000 track Irish record bank and some live music too.

It of course celebrated St Patrick's day each year and successfully traded for 20 years until its closure in 2016.

Three years on, a planning application submitted to North East Lincolnshire Council by tenant Premier Windows Systems, the owner of The Studio Bar revealed plans to redevelop O'Neill's into a new bar called [The Foundry](#).

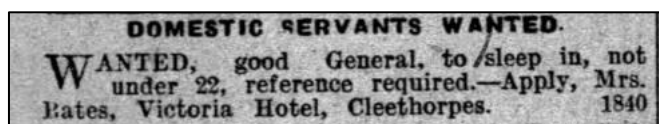
Work on transforming the building is currently underway, with the exterior being repainted.

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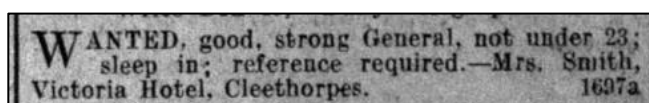
Appendix III:

William Rowston Profile by Stuart Ward.

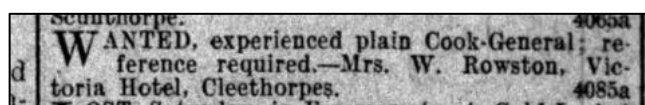
Throughout the 1920s and 1930s small adverts appeared in the Grimsby Daily Telegraph for domestic servants at the Victoria Hotel. William Rowston was the licensee, and lived at the Victoria Hotel, throughout this period. Applicants being asked to reply to Mrs Bates or Mrs Smith were to be employed in the Hotel, Mr Bates and Mr Smith being hotel / bar managers, whilst those asked to reply to Mrs Rowston were for her personal service.



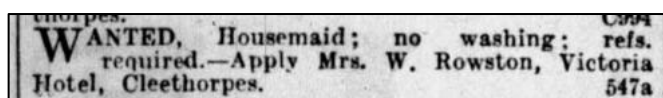
Grimsby Telegraph, Saturday 22nd October 1921.



Grimsby Telegraph, Monday 20th August 1923.



Grimsby Telegraph, Monday 26th May 1924.



Grimsby Telegraph, Wednesday 16th September 1936.

In 1909 William Rowston became licensee of the Cliff Hotel, Cleethorpes. In 1918 he took over the license of the Victoria Hotel, from then until 1923 he ran both hotels until his wife's ill health forced him to give up the license of the Cliff Hotel. He became Chairman of the Grimsby and District Licensed Traders' Alliance on its inception in 1932. He retired in 1940, giving up both the license of the Victoria Hotel and the Chairmanship of the Alliance.



Grimsby Telegraph, Wednesday 18th April 1934.

William Rowston was elected to Cleethorpes Council in 1931, re-elected for a second term in 1934, and retired in 1940. During this time, he was chairman of both the Lighting Committee, and the Transport Committee. In 1935 he was unanimously elected chairman of Cleethorpes Urban District Council.

The result of the count, which was completed about 9.50 p.m., was as follows:—

| THE RESULT | | |
|-----------------------|-----|--|
| ALEXANDRA WARD | | |
| *W. F. George | 698 | |
| G. J. Gittens | 8 | |
| E. F. Marklew | 318 | |
| Majority | 380 | |
| CENTRAL WARD | | |
| Emma Lawler | 256 | |
| *T. A. Marper | 614 | |
| F. P. Wilson | 245 | |
| Majority | 358 | |
| SIDNEY WARD | | |
| G. W. Broddle | 74 | |
| *J. Harvey | 588 | |
| W. H. Howard | 176 | |
| Majority | 412 | |
| NORTH WARD | | |
| S. Plater | 286 | |
| *W. Rowston | 455 | |
| Majority | 169 | |

When the count was completed the usual vote of thanks to the Returning Officer was given.

Grimsby Telegraph, Tuesday 27th March 1934.

S COUN. W. ROWSTON ELECTED

CHAIRMAN OF CLEETHORPES COUNCIL

TRIBUTES PAID TO HIS CAPACITY

T RIBUTES to the capacity and character he has displayed during his five years' service were paid to Coun. W. Rowston, when he was unanimously elected chairman of Cleethorpes Urban District Council last night.

Proposing Coun. Rowston's election, Coun. Sir George Moody said that anyone who had watched the determined way he had gone about his duties must be sure that he would carry out the duties of chief citizen with dignity. He was not a showy man, but he was safe, and sound in his judgment. The office would be in safe hands. They trusted Councilor Rowston and his wife would have a happy time, and that the town itself would prosper under his chairmanship. Every good wish from the Council would follow him.

Endorsing Sir George's remarks, Coun. E. Houghton, in seconding, said that although Coun. Rowston was not a native of Cleethorpes, his family had a long connection with the town. There was a Rowston on the Council—an uncle of their present chairman—57 years ago.

RETIRING CHAIRMAN

Taking the chair, Coun. Rowston said that given good health, anything that lay in his power to do for the benefit of Cleethorpes would be his greatest pleasure. Referring to his family's association with Cleethorpes, he recalled that a Rowston was a warden at Old Clee Church in 1737.

A vote of thanks to the retiring chairman was proposed by Coun. W. F. George, who said that Coun. Cox had filled the office with dignity and decorum. There had been little ripples on the water in the Council during the year, but oil had been poured on them and good feeling had existed afterwards.

Coun. Cox had answered the call to duty in a manner of which everyone should be proud, and had upheld the prestige of the town. Mrs. Cox, too, had taken on her duties with the dignity that became the first lady of the town.

Seconding, Coun. F. Rhodes said no one who had not been through it realised the terrible strain and anxiety of a year of office. Coun. Cox had brought to his work a sense of humour, originality, and that touch of sincerity which they all admired.

Responding, Coun. Cox said it had been a strenuous and hectic year, but he had thoroughly enjoyed every minute of it. It had given him an opportunity of coming into contact with many phases of public and social life with which he had not come into close contact previously. During the year he had attended nearly a thousand meetings and other functions. He did think that being the chairman of the Council, instead of a mayor, one's wife was a little neglected sometimes, but Mrs. Cox had loyally supported him.

Coun. J. Harvey was elected vice-chairman on the proposition of Coun. H. Holmes, seconded by Coun. W. D. Antill, and briefly responded.

Grimsby Telegraph, Thursday 18th April 1935.



Mrs. W. Rowston

MRS. W. ROWSTON, who by the election of her husband as chairman of the Council, becomes the first lady in Cleethorpes, has not taken much part previously in public life. As she told me, "People know me through business and through living all my married life in Cleethorpes, but I have never been connected with the town's affairs actively. I like to go on quietly doing what has to be done." Perhaps that last sentence is significant, for the women who go on doing quietly the task to hand accomplish great deeds without fuss. Mrs. Rowston will accord her husband support in his duties, and help to promote good feeling and stimulate interest in the public and social life of the town.

Grimsby Telegraph, Wednesday 1st May 1935.

PRIZE - WINNERS AT CLEETHORPES



Mrs. W. Rowston, wife of the Chairman of the Cleethorpes Council, presenting prizes at Cleethorpes yesterday to the winners in a sand modelling competition held on the beach. The winners (left to right) are: G. Feather, of Keighley; Norah Ralph, Cleethorpes; Samuel Williams, Grimsby; and Stanley Harvey, Cleethorpes.

Grimsby Telegraph, Saturday 3rd August 1935.

COTTON QUEEN HELPS TO ROAST CARNIVAL OX



The Cotton Queen of Great Britain, Miss Edna Taylor, of Oldham, took a hand in roasting the Carnival Ox at Cleethorpes yesterday. She is seen with the Chairman of the Cleethorpes Council (Mr. W. Rowston), Mrs. Rowston, Councillor H. Holmes and Ox-Roaster Tyler.

Grimsby Telegraph, Friday 23rd August 1935.

KEY TO REVELRY



When King and Queen Carnival (Mr. Jock Hamilton and Miss Bobbie Waud) arrived at Cleethorpes in state they were handed the Key to Happiness and Mirth by the Chairman of the Council, Mr. W. Rowston.

Grimsby Telegraph, Wednesday 21st August 1935.

Facing.

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Quitting the Trade

Mine host of the Victoria Hotel, Cleethorpes, is leaving at the beginning of October, I hear.

Coun. "Billy" Rowston has been at the Victoria for many years. He was previously at the Cliff. It must be a bit of a wrench for him to leave "the trade."

I understand he is not severing his connection with the Cleethorpes Council. He will still remain a ratepayer, and will carry on with his Council work.

His present intention is to reside on his farm near Boston, but if I know Mr. Rowston aright he will frequently be seen about Cleethorpes.

❖ ❖ ❖

Grimsby Telegraph, Tuesday 13th August 1940.

CLEETHORPES



— BY —
SANDBOY

NOTE-BOOK

MANY people in Cleethorpes and district will miss an old and congenial friend when Coun. "Billy" Rowston leaves the Victoria Hotel.

It is a big break for a man who has led the busy life of a licensee for 81 years to give it up, and it is the stress of war-time conditions that largely influenced Mr. Rowston in his decision. For many seasons he will welcome his semi-retirement.

It is only semi-retirement, for I understand he will continue with his work on the Town Council.

Appreciative references were made to this work at a happy little gathering the other day when Coun. and Mrs. Rowston received a presentation from a number of their friends.

❖ ❖ ❖

Grimsby Telegraph, Monday 7th October 1940.

PRESENTATION TO COUNCILLOR AT CLEETHORPES

MR. W. ROWSTON'S RETIREMENT

MANY old friends contributed to a presentation which was made on Saturday night to Coun. W. Rowston and Mrs. Rowston at the Victoria Hotel, Cleethorpes.

After 31 years as a licensee in Cleethorpes Coun. Rowston is retiring and going to live at Birkwood Hall, Mareham-le-Fen.

Mr. William Herbert presided over the informal gathering in the lounge, and the Mayor (Ald. R. E. Dove) made the presentation which consisted of a tantalus suitably inscribed.

Everybody in Cleethorpes, said the Mayor, appreciated the services Coun. Rowston had rendered the town, while as a licensee Mr. Rowston reflected great credit on "the trade."

Mr. Rowston joined the Council in 1931, was its chairman in 1935, and

there was no more fearless and outspoken member. He had been chairman of the Lighting Committee, and everyone would agree that he was to be congratulated on the progress of the lighting of Cleethorpes before the black-out. If it could have been completed it would have been a wonderful achievement.

Afterwards Coun. Rowston took the chair of the Transport Committee, and had tried to reach the best decisions for the benefit of the town. The Mayor hoped Mr. Rowston would not give up his council work.

He concluded by expressing the best wishes of their friends that many happy years might be left Coun. and Mrs. Rowston.

CLEETHORPES HISTORY

Mr. L. W. Pye, as an old friend, associated himself with the Mayor's remarks.

The name of Rowston, he said, had been connected with the history of Cleethorpes for the last 400 years. It occurred repeatedly in the parish register of Old Clee Church, since 1538, when parish registers were instituted in the reign of Henry VIII. During the time when the Rev. Stockdale was vicar, Richard Rowston, an ancestor of Coun. Rowston, was churchwarden. That was in 1793.

In the first guide to the health resort of Cleethorpes, published 90 years ago, there was also reference to a William Rowston who kept an oyster booth.

In the course of his reply, Coun. Rowston, after thanking Mr. Herbert, the Mayor, and Mr. Pye for the good wishes they had expressed, recalled that it was just 31 years ago since he took over the licence of the Cliff Hotel. He took over the licence of the Victoria Hotel in 1918, and from then until 1933 held the licences of both houses. It was owing to Mrs. Rowston's health that he gave up the Cliff Hotel.

Mrs. Rowston also briefly replied.

Grimsby Telegraph, Monday 30th September 1940.

TRIBUTES TO COUN. ROWSTON BY LICENSED TRADERS' ALLIANCE

CHAIRMAN of the Grimsby and District Licensed Traders' Alliance since its inception in 1932, and one of the oldest established licensed victuallers in the district, Coun. W. Rowston received a presentation yesterday from the members of the Alliance on his retirement.

It was made at a farewell luncheon held at the Wheatsheaf Hotel, Mr. Donald Burt, president of the Alliance and managing director of Messrs. Hewitt Bros. Ltd., being in the chair.

The presentation, in which Mrs. Rowston shared, consisted of a solid silver salad bowl with servers. The bowl bore an inscription expressing the esteem of the members for Mr. Rowston and the services he had rendered as chairman.

The president said the Alliance was an association combining all the various sections of the trade. It had been very important and necessary in recent years when they had had much extra taxation and with regard to all the other troubles which beset them as a trade.

WORK FOR LOVE OF IT

Mr. Rowston had always been a big man in his capacity as chairman, and they could not have had a better man because he took an interest in all the various activities of the Alliance. As a councillor he had been invaluable to the Alliance. He did the work for the love of it, and he had put in a great deal of hard work on its behalf.

The Alliance, of which Mr. Rowston was chairman, was a most important association, and whoever filled that position when he had gone would have a great deal to live up to. He had left no stone unturned to get everyone to work together.

"I am comparatively new to the district," said the speaker, "but I have heard enough about Mr. Rowston to know that he has been the foundation stone of this association and everything else he has been connected with."

He was proud, on behalf of Messrs. Hewitt's, that Mr. Rowston should have been associated with the firm for so many years. They thought so much of him that at one time they asked him to manage two houses at once.

It was a wonderful thing to have established such a record and to be leaving with such a flourish. He hoped that in the country where he was going he would live free from the worries that had come to them.

TACT AND SYMPATHY

Mr. Frank Catterall, who has been vice-chairman under Mr. Rowston since the inception of the alliance and is now chairman, said he realised what sort of a man he had to follow. When he looked back upon the able way in which Mr. Rowston had performed his duties, it made it all the more difficult for him.

He handled meetings with tact, judgment, foresight, sympathy and, above all, courage. He never left a stone unturned, but he always somehow managed to get his way in the end.

"His wonderful example will be an inspiration to me," said Mr. Catterall. He went on to refer to the formation of the alliance and the work done by the late Mr. Dick Dellow in conjunction with Mr. Rowston to further the interests of the trade as a whole.

holder can leave his business to go into a club and say he is a club man, I don't know. We should have all been better off in the trade if every licence holder had stuck to his licence, left the clubs alone, and criticised them from what he knew outside.

"Everyone knows the clubs are not carried on in a legitimate way. If the powers that be took notice of what I know, and what everyone of them knows, the clubs would be having a very lean time in Grimsby as they do in Cleethorpes. In Cleethorpes they see that the law is carried out in the way it was intended to be carried out."

In conclusion he thanked them all for the beautiful present. Mrs. Rowston also expressed her appreciation.

A vote of thanks to the President was moved by Mr. B. Wilkinson (secretary to the Grimsby and District Off-Licence Holders' Association). He also paid a tribute to the work of Mr. Rowston and Coun. W. Harris.

Mr. B. Watkinson seconded.

COUN. HARRIS' TRIBUTE

Called on to say a few words, Coun. W. Harris spoke of his long and happy association with Coun. Rowston. He urged members to have a little thought for those at the head of the table who had to make decisions and were not always able to give them what they asked.

Licensed victuallers, more than most trades, he said, had the greatest difficulties to encounter in the exercise of their old trade. They had nothing to be ashamed of but much to be very proud of indeed.

He knew the difficulties of the licensing trade were very grave, but they thought so just as much twenty years ago. He mentioned an occasion, in 1916, when, after he had spoken on behalf of a deputation to the liquor control authority in Hull, he was congratulated by the chairman, who said "You have made a great impression, but I'm afraid it is no use because the order you are protesting against is already in print, and I have a copy of it in my pocket."

That was a sample of the treatment meted out to the licensing trade. He urged them not to hide their light under a bushel. It was only through working through an association like the alliance that they would get themselves heard.

No one had fought the clubs harder than he did. He had always thought that the lines of the club and the public-house ran in opposite directions. He watched every move on the political board, but he didn't think there was the slightest possibility, having regard to clear issues, outside the war, of seeing any regulations altered as between club and public-house. All they could do was to see that their houses were run as they should be run.

In losing Mr. Rowston they were losing one of the greatest stalwarts in the trade, and he hoped Mr. Catterall would follow in his footsteps.

Others present in addition to the speakers were: Mr. H. J. Barton (treasurer of the Alliance), Mr. A. Allen (Tadcaster Tower Brewery Co., Ltd.), Mr. J. Gray (Wellow Brewery Co.), and Mr. H. W. Herbert.

First column continued below ...

They had had many difficulties to overcome in the past, and he was afraid they would have many more in the future. No one sitting at that table could be very complacent about what the future had in store for them as a trade.

He was convinced that it was only by united effort that they could hope to get what they would consider as a fair crack of the whip. He felt, however, that he would have their whole-hearted support, as Mr. Rowston had had it in the past. He thanked Mrs. Rowston for the part she had played in helping her husband to carry on the work.

Similar tributes to Mr. Rowston were paid by Mr. H. Teanby (chairman of the Grimsby and District Licensed Victuallers' Association) and Mr. H. Anderson (president of the Grimsby and District Off-Licence Holders' Protection Association).

CLEAN LICENCE

After Mr. Donald Burt had formally made the presentation, Coun. Rowston thanked the president and the donors. It was thirty-one years last September, he said, since he went to live at Cleethorpes. Prior to that he was managing a house in Grimsby.

Right from the beginning of the time he had first anything to do with the licensing trade he had been connected with the licensed victuallers association. He knew full well that you could not get anything out of the trade unless you put something into it.

It was up to everyone concerned to belong to the association and support it, for it was only by meeting each other and talking things over that any good could come from it.

He took over the chairmanship of the alliance in 1932. Prior to that it was the Central Board and which his friend Coun W. Harris was secretary. During the whole of the Board's existence Coun. Harris did not draw any salary, that was why they had a surplus which was the foundation of the present good financial position of the alliance.

He thanked the president for his generous words. He could only say that ever since he became a licence holder his first concern had been to have a clean licence, and the police had never had anything wrong to say about William Rowston.

With regard to Hewitt Brothers, there had been nothing but the best relations between landlord and tenant during his thirty-one years at Cleethorpes. He knew the late Mr. Hewitt very well, and often had a talk with him. When he ran the Clif Hotel and the Victoria Hotel together he was only able to do it with the help of Mrs. Rowston.

LEGITIMATE TRADE

He thanked Mr. Catterall who, he was sure, would get the same backing as he had received. He appealed to members of the trade to support the Chairman.

They were all in a legitimate trade. They were licensed to carry on, and they paid very dearly for it. When their friends of the opposition said the trade had something for nothing, it was up to them to prove how badly off the opposition would be without the trade in general. When he had heard disparaging remarks about the trade he had always made it his business to defend it with all his might, and he should go on defending it.

"I have never been a club man," the speaker said, "and how a licence

Continued – see second column on the previous page.

Grimsby Telegraph, Wednesday 27th November 1940.

Golden day

Yesterday was the golden wedding anniversary of an alderman of Lindsey County Council and former chairman of Cleethorpes Urban District Council, Ald. W. Rowston, and Mrs. Rowston, of Botany, New York, near Boston.

As chairman of the Transport Committee at Cleethorpes he was instrumental, with the late Sir George Moody, in bringing to the resort the old trams. He was also chairman of the Fire Services Committee.

In 1909 at St. John's Church, Grimsby, he married Miss Anne Teanby, a cousin of Mr. H. S. Teanby, the present chairman of Cleethorpes Licensed Victuallers' Association and licensee of the Victoria Hotel.

Mr. Rowston was himself for some time licensee of the Victoria, and of the Cliff Hotel before that.

He and Mrs. Rowston moved 20 years ago to Birkwood Hall, Mareham-le-Fen, where Mr. Rowston farmed until he retired in 1953.

Since then Mr. and Mrs.

Rowston have lived at New York. They have one son and two grandchildren.

Mrs. Rowston's bridesmaids, now Mrs. Emma Beckett, of Kenwick-road, Louth, and Mrs. Jessie Howard, of Grimsby, and Mr. Rowston's best man, Mr. John Beckett, were all at the celebration party on Sunday.

Grimsby Telegraph, Tuesday 14th April 1959.

Appendix IV:

Timeline

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| 1843 | Plot is undeveloped. |
| 1871 - 1882 | George Hurst was the licensed victualler and his wife, Sarah Ann Hurst , was a general servant and a boarder. James A. Linell was barman at the “Victoria Hotel” in 1877.

It is likely that the public house was built or created between 1843 and 1871. |
| 1880 | Looking at the c.2023 satellite image, it would seem that the front and the rear of the buildings that run parallel to Grant St have separate addresses. The public house and the retail type units were addressed as Grant Street whereas the ones to their rear (facing the foreshore) were addressed as Victoria Terrace. |
| 1884-5 | James A. Linell was at the Victoria Hotel as landlord of ‘beerhouse’. He was a barman there in 1877. |
| 1880-1900 | The Victoria Café and the final build of a further 4 units (now totalling 8) parallel to the Station Approach was constructed between these years. |
| 1900 | By 1900 the Victoria Café and the remaining four apartments had been built, completing the site. |
| 1905 | Arthur Gibson of the Victoria Hotel was prosecuted in January for selling adulterated brandy. |
| 1903-1916 | William Hill was possibly the licensee. |
| 1911 | Date carved on the newel post of the ground floor staircase leading to both upper floors. This is located in the extension on the right side of the building, facing the car park entrance. It’s possible that this was the date when this extension was built, providing a dedicated entrance for hotel patrons as opposed to entering via the bar. |
| 1918 | William ‘Billy’ Rowston, the licensee of the Cliff Hotel since 1909, also took over the licence of the Victoria Hotel until 1940. |
| 1919 | 20 August – the adjacent ‘Royal Kinema’ caught fire but fortunately firefighters protected Victoria Terrace from the blaze. |

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| 1920 | Possibly around this time, at least four tennis courts were in use on the front pleasure ground and almost every residence was in use as a boarding house. |
| 1922 | The grand 'Royal Super Cinema and Restaurant' (AKA 'Theatre Royal') opened on the adjacent former 'Royal Kinema' site. |
| 1923 | The ill health of William Rowston's wife forced him to surrender the licence for the Cliff Hotel, although keeping the licence for the Victoria Hotel. |
| 1931 | William Rowston was elected to Cleethorpes Council. |
| 1932 | William Rowston became the Chairman of the newly formed Grimsby and District Licensed Traders' Alliance. The premises was being advertised as a hotel. |
| 1934 | William Rowston was re-elected to serve a second period on Cleethorpes Council. |
| 1937 | Concerts took place that had 'gained a reputation for their excellence and high-class quality'. |
| 1939 | At some point during the Second World War, a large concrete air raid shelter was constructed in the front pleasure ground. |
| 1940 | Due to the stress of wartime conditions William Rowston retired from the Grimsby and District Licensed Traders' Alliance and surrendered the licence for the Victoria Hotel; following a twenty-two year tenure and thirty-one years in the licensed trade. It is estimated that there were possibly around 12 guest rooms. This may have been the last time that the hotel's guest rooms were used. |
| 1941 | In 1941, there was a report of an application before the Brewsters Court, by the brewery, for an amendment to the licence to allow the Hotel to again cater for residents "if required". |
| 1947 | Wilfred Williams of the Victoria Hotel was prosecuted in December for selling adulterated brandy. |
| 1948 | The air raid shelter in the grounds of Victoria Terrace was dismantled, and the front pleasure ground underwent conversion for leisure purposes. The neighbouring former wartime allotments were being converted in to the Dolphin Gardens that exist today. |
| 1948 | Harold and Catherine Teanby became the proprietors of the Victoria Hotel until 1962. |

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| 1949 | The front pleasure ground is now a putting green, an archery range and once again, a tennis court. |
| 1962 | Harold and Catherine Teanby left the Victoria Hotel. Hudson's sub post office and newsagents occupied no. 2 Grant Street – later moving to Osborne Street. |
| 1963 | The adjacent 'Theatre Royal' closed and was demolished during the winter. This no doubt affected trade for the Victoria Hotel due to theatre goers no longer using the establishment prior to and after performances. |
| 1964 | 29 September - the Excel Bowling Alley opened on the former 'Theatre Royal' site. Around now the front pleasure ground had been (partially?) converted to a car park. |
| 1967 | John H. Portlock was the proprietor of the Victoria Hotel. |
| 1968 | The owner of the Victoria Hotel, Grimsby's Hewitt's Brewery, was taken over by the Bass Charrington Group (or one of its subsidiaries). |
| 1975 | In May 'Bunny's Place' nightclub and the 'Clifton' Bingo Club opened in the former adjacent Excel Bowling Alley. |
| 1977 | Pressure was mounting for the Victoria Terrace to be demolished due to its deteriorating condition. |
| 1979 | The section of the terrace that ran parallel with the Station Approach was demolished by its owners, Bass Charrington. |
| 1985 or 86 | Stones Brewery spent a significant sum of money on refurbishing the Victoria. They created a family room by extending in to the remaining independent outlet on Grant Street that was the former Spartana Health Studio. At the same time, they may have also extended in to the three Victoria Terrace apartments to the rear. |
| 1986 | Peter Tully was the landlord of The Victoria (the 'Hotel' part of the name had ceased to be used), owned by Wm Stones Brewery (probably part of the Bass Charrington Group). |
| 1996 | The Victoria was converted in to a chain pub called O'Neill's. The interior was mainly stripped out to create a rustic Irish bar feel. |
| 2016 | O'Neill's Bar closed 21 May 2016 and remained vacant for four years. North East Lincolnshire Council purchased the public house at some point after this. |

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| 2020 | A local businessman obtained the lease for the former O'Neill's in 2019 and installed 2 large picture windows facing Grant Street, as well as carrying out other refurbishments. Following the lifting of national Covid-19 restrictions, the former O'Neill's was renamed 'The Foundry' and opened on 4 July. |
| 2023 | January – 'The Foundry' closed after just two and half years of trading. |
| 2023 | October - Amber Taverns Ltd agreed to lease the former 'Foundry' from North East Lincolnshire Council and intend to refurbish it and call it 'The Old Vic'. |
| 2024 | 26 February – Landlady Sharon Thomas and Amber Taverns opened the modernised building under the name 'The Old Vic'. |
| 2024 | March – mural painted on north gable wall by London based international artist Woskerski. |



Appendix V: Licensees/Owners of the Victoria Hotel Premises

| <i>From
1</i> | <i>To 1</i> | <i>Name</i> | <i>Comments</i> | <i>Source</i> |
|-------------------|-------------|-----------------|---|--|
| 1871 | 1882 | George Hurst | <p>Aged 53, from Grantham.</p> <p>His wife, aged 59, Sarah Ann Hurst, was from Billingborough.</p> <p>Mary Ann Walker, aged 19, from Cleethorpes, was a general servant.</p> <p>John Newcombe, aged 68, was a widower and a boarder, from Epworth.</p> <p>James Linell was barman in 1877.</p> | <p>1871 census.</p> <p>1882 White's Directory.</p> <p>https://www.pubshistory.com/Lincolnshire/Cleethorpes/VictoriaHotel.shtml</p> <p>7 March 1877 Eastern Morning News</p> |
| 1884 | 1891 | James Linell | <p>Beerhouse Keeper. A few accusations of assault were made against Linell when he was barman. He obviously stood no nonsense and perhaps this was why he was able to later become the landlord.</p> | <p>1885 Kelly's Directory.</p> <p>Hull Packet – 5 Sep 1884.</p> |
| 1891 | c.1904 | Arthur Gibson | <p>In 1891 licence was temporarily transferred from James Linell to Arthur Gibson of the Queen's Hotel, Grimsby. Gibson was landlord of the Victoria Hotel for 13 years (incl. 1896 when he was also a director of The Grimsby Abbey Park Steam Laundry Co Ltd).</p> <p>Selling a pony from Victoria Hotel.</p> | <p>Yorkshire Evening Post 10 January 1894 and application for Scartho Public House article.</p> |
| 1903 | 1916 | William Hill | <p>Reasonable assumption made from newspaper article.</p> | <p>Grimsby Telegraph 14 December 1923.</p> |
| 1918 | 1940 | William Rowston | <p>Licensee of the Cliff Hotel since 1909, also took over the licence of the Victoria Hotel. Around 1940 the hotel guest rooms possibly fell in to diuse.</p> | <p>Stuart Ward article on Wm Rowston.</p> <p>1930 Kelly's Directory.</p> <p>1935 Grimsby & Cleethorpes Directory.</p> |

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| 1921 | | John Bates | Manager. (Perhaps Bates managed the hotel on behalf of Wm. Rowston at this time.) | 1921 census. |
| 1940 | 1941 | Paul Roach | 'Jovial host' – only remained for one year. Moved to White Hart, Grimsby. | Newspaper articles – 14 October 1940 and 14 October 1941. |
| 1941 | 1947 | Wilfred (or R) Williams | Came from Fishermen's Arms, Cleethorpes.

On trial for adulterating drinks in 1947. | Grimsby Telegraph 17 December 1947 and 14 October 1941. |
| 1948 | 1962 | Harold S. Teanby | Proprietor. | Street Directory.
Grimsby Telegraph – numerous entries incl. 23 December 1959. |
| 1967 | | John H. Portlock of Hewitt's Brothers Ltd | Hewitt's ceased in 1968 and were probably bought by Bass Charrington who I believe traded under various names such as Bass, William Stones Brewery. | Street Directory. |
| 1977 | | Bass Charrington | Owned and demolished Victoria Terrace. | Grimsby Telegraph. |
| 1986 | | Peter Tulley | William Stones Brewery. | Grimsby Telegraph. |
| 1994 | | Mike Duffield | Bass. | Grimsby Telegraph - June British Pub Week article. |
| 1996 | 2016 | O'Neill's | From around September 1996.

Closed 21 May 2016. | Grimsby Telegraph.

Simon Roberts. |
| c2018 | Present | North East Lincolnshire Council | Owner. | Grimsby Telegraph. |
| 2019 | 2023 | Premier Window Systems | Tenant of The Foundry. Also, owner of The Studio, Market Street, Cleethorpes. | Grimsby Telegraph. |

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| 2023 | | Amber
Taverns Ltd | Sharon Thomas - landlady.
Amber Taverns Ltd - tenant. | Verbal confirmation. |
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¹ *The dates have been extracted from various records; the licensee may have been in post before or after these dates.*